

E&P**September 1, 1973****Thirty-five cents**

Editor & Publisher

® THE FOURTH ESTATE

U. of ILL. LIBRARY

SEP 7- 1973

Lois Wille... an ace on both sides of the city desk

In her dual capacity as assistant city editor and reporter, Pulitzer prize winner Lois Wille adds an extra dimension to the growing role of women in journalism.

Not only does she plan and edit major stories on drug abuse, adoption, the criminal justice system and the occult. She also reports them.

Lois Wille's specialization in urban problems has brought her many awards. It also brings her the warm satisfaction of helping to right wrongs, as in her recent coverage of a young girl charged with the murder of a newborn daughter. Her stories aroused the public to action and led to the investigation and dismissal of the charges.

Lois Wille combines news sense with a special feeling for people and their problems. She is one more reason why editors consistently choose the CDN/S-T News Service.

Chicago Daily News

Marshall Field, Publisher

access ordered
for interviews
prisoners

newhouse sells
B.5% interest
Denver Post

small daily
as program
save paper

in interview
with Hungerford
(see page 15)

SERIALS SECTION LIBRARY
UNIVERSITY OF ILLINOIS
CHICAGO CIRCLE, BOX 8198
CHICAGO, IL 60680

The Record Setting Post-Intelligencer



Our greatest circulation gain
in 25 years



Five times the daily and Sunday increase
of Seattle's evening newspaper



A greater circulation gain than all other
16 Washington dailies combined

Seattle's changing. So are its newspapers. Ask your Hearst Advertising Service representative for all the details about Washington's fastest growing daily newspaper.

The Seattle Post-Intelligencer

A Ridder newspaper builds the good life in St. Paul



* "Politics is almost unnaturally clean — no patronage, virtually no corruption. The citizens are well educated."

Politics and government in Minnesota are, as Time magazine said recently, clean and progressive. One of the reasons for the lack of corruption and the openness of government is the aggressive and thorough coverage of the St. Paul Dispatch and Pioneer Press. Protecting the good life in St. Paul and the state by keeping an educated citizenry well informed on what's happening in city hall, the state legislature and the governor's office, is one of our major goals.

Ridder Publications, Inc.

St. Paul, Minnesota
Pioneer Press & Dispatch

San Jose, California
Mercury & News

Wichita, Kansas
Eagle & Beacon

Long Beach, California
Independent, Press-Telegram

Duluth, Minnesota
News Tribune & Herald

Gary, Indiana
Post Tribune

Pasadena, California
Star-News

Aberdeen, South Dakota
American News

Boulder, Colorado
Daily Camera

Niles, Michigan
Star

New York, New York
Journal of Commerce

Grand Forks, North Dakota
Herald

Seattle, Washington
Times*

Walla Walla, Washington
Union-Bulletin
(Subsidiary of Seattle Times Company)

*RPI ownership interest 65% of non-voting stock, 49.5% of voting stock in Seattle Times Company.

RPI



Reach!

It's in the 1972 Simmons Local Index: 5 ads in the Buffalo Evening News have a reach of 71% of the ADI adults with a 3.8 frequency. And, you get that coverage in a market with over 700,000 passenger car registrations.

Perhaps that explains something else: the latest Media Records ranks The News No. 1 in the nation among evening newspapers for automotive lineage.

It's here. All you have to do is reach for it.

BUFFALO EVENING NEWS

Represented Nationally by Story & Kelly-Smith

EDITOR & PUBLISHER CALENDAR

SEPTEMBER

- 6-8—West Virginia Press Association Convention, Wilson Lodge, Oglebay Park, Wheeling, W. Va.
- 6-8—New England AP News Executives Association meeting, Black Point Inn, Prouts Neck, Maine.
- 7-8—Oregon-Washington UPI Editors Conference, Canterbury Inn, Ocean Shores, Washington.
- 7-9—Ohio Newspaper Classified Clinic, Pick-Ft. Hayes Hotel, Columbus.
- 8—Hoosier State Press Association Advertising Conference, Sheraton Motor Inn, Indianapolis.
- 8-9—North Dakota AP Association meeting, Ramada Inn, Jamestown, N.D.
- 8-12—Canadian Circulation Managers' Association Annual Sales Conference, Holiday Inn (downtown), London, Ontario, Canada.
- 9-21—API Advertising Executives Seminar (for newspapers under 75,000 circulation), Columbia University.
- 11-14—Newspaper Advertising Executives Association of Canada-Eastern-25th annual conference, Mount Royal Hotel, Montreal.
- 13-15—NPNA Classified Clinic, Hershey Motor Lodge, Hershey, Pa.
- 14-16—Mid-America Newspaper Conference, Muehlebach Hotel, Kansas City, Mo.
- 14-16—Pacific Newspaper Mechanical Conference, Southern Division, Biltmore Hotel, Los Angeles.
- 14-16—Maryland-Delaware-D.C. Press Association, Summer Conference, Beach Plaza Hotel, Ocean City, Md.
- 16—South Dakota AP Association meeting, Holiday Inn, Aberdeen, S.D.
- 17-20—Knight Newspaper Seminar, "Training, Developing and Evaluating Your Employees," Miami.
- 19-21—Newspaper Color Seminar, Graphics Arts Research Center, Rochester Institute of Technology, Rochester, N.Y.
- 20-22—Interstate Advertising Managers' Association & New York Advertising Managers' Bureau joint meeting, Pocono Manor Inn & Golf Club, Pocono Manor, Pa.
- 21-23—Illinois AP Editors Association meeting, The Hilton, Peoria, Ill.
- 21-23—Indiana APME fall meeting, Holiday Inn, Interstate 65, Lafayette, Indiana.
- 21-23—New England Press Association annual fall convention, (joint NYPA and NEPA meeting), Lake Morey Inn, Fairlee, Vermont.
- 22—Minnesota AP Association meeting, Holiday Inn, Fergus Falls, Minn.
- 22-25—Southern Circulation Managers' Association Annual Convention, Hilton Hotel, St. Petersburg, Florida.
- 23-Oct. 5—API City Editors Seminar (for newspapers under 75,000 circulation), Columbia University.
- 24-26—INPA Southern Regional conference, Hyatt House, Houston.
- 26-29—Pennsylvania Newspapers Publishers' Association Annual Convention, Pocono Manor Inn & Golf Club, Pocono Manor, Pa.
- 27-29—Southern California UPI Editors' convention, Palm Springs, Calif.
- 28-30—Advertising Executives Association of Ohio Daily Newspapers sales clinic, Pick-Ft. Hayes Hotel, Columbus.
- 28-30—Virginia Press Women, 15th annual convention, Holiday Inn-Scope, Norfolk, Va.
- 30—Oct. 3—INPA Eastern Regional conference, Colony Resort, Atlantic City, N.J.
- 30—Oct. 5—Newspaper Food Editors Conference, Drake Hotel, Chicago.

OCTOBER

- 4-7—Women in Communications, Inc., Annual National Meeting, Benson Hotel, Portland, Oregon.
- 5-6—South Carolina AP News Council meeting, Adventure Inn, Hilton Head, S.C.
- 7-10—UPI Editors & Publishers Conference, Camino Real Hotel, Mexico City.
- 7-10—INPA Western Regional conference, Washington Plaza, Seattle.
- 7-13—25th Annual Photo Workshop, University of Missouri School of Journalism, Kirksville, Mo.
- 7-19—API Classified Advertising Managers Seminar, Columbia University.
- 9-13—National Conference of Editorial Writers 27th Annual Meeting, Honolulu, Hawaii.
- 10-14—National Newspaper Association Annual Convention and Trade Show and Arkansas Press Association Convention, Arlington Hotel, Hot Springs, Ark.
- 11-13—Illinois Press Association 108th fall convention, Holiday Inn-East, Springfield, Ill.
- 14-19—Inter American Press Association 29th annual meeting, Sheraton-Boston Hotel, Boston.

Vol. 106, No. 35, September 1, 1973, Editor & Publisher, The Fourth Estate is published every Saturday by Editor & Publisher Co. Editorial and business offices at 850 Third Ave., New York, N. Y. 10022. Cable address "Edpub, New York." Second class postage paid at New York, NY and additional mailing offices. Titles patented and Registered and contents copyrighted © 1973 by Editor & Publisher Co., Inc. All rights reserved. Annual subscription \$10.00 in United States and possessions, and in Canada. All other countries, \$25.00. Payment in sterling may be made to Editor & Publisher, "External Account," Chemical Bank, 10 Moorgate, London, E. C. 2, England.

Postmaster: If undelivered, please send form 3579 to Editor & Publisher Co., 850 Third Ave., New York, N.Y. 10022.

EDITOR & PUBLISHER for September 1, 1973



People must have a place to stand, a chair to sit on, a roof over their heads.

No one can be independent without security. And, in these volatile times, a sense of security is perhaps more relevant for us now than ever before.

Jobs make people independent and secure.

There are today some 428,000 men and women in our company. They're people with security. Independent and free. Because they have jobs.

All successful growing businesses create jobs. And multinational companies, like ours, help make it happen. Year in and year out.

Multinational companies critical to America's future growth.

In the 1960's American multi-

national companies increased domestic employment by 31.3%. The national average was 12.3%. In the same period, American multinationals increased exports by 180%, while the national average went up 53.3%.

Surely, here is a force to be encouraged.

Creating jobs is our most important social responsibility.

And when you consider that American business will have to develop jobs for 27 million new workers by 1990, it's clear that the contributions of multinational companies will be critical to the future growth of America's economy.

Our company is presently committed to a number of socially

responsive programs, which are being implemented and will be increased as warranted.

But creating jobs for people is what we do best.

And that, we submit, is our first and most important social responsibility. To give people a place to stand, a chair to sit on, a roof over their heads.

International Telephone and Telegraph Corporation, 320 Park Avenue, New York, N.Y. 10022.

ITT

SERVING PEOPLE AND NATIONS EVERYWHERE

help.

We provide all of it we can to writers around the country working on insurance-related stories.

For instance:

- A free-lancer needed rate examples and tips on what kind and how much insurance to buy on recreational vehicles. We got them to him the same day he called. When he asked for pictures of vehicles involved in accidents, we checked our 25 regional offices' claim files and sent them along.
- A Baltimore reporter was assigned an in-depth story on no-fault insurance. He called State Farm for facts and figures. He got them . . . plus interpretation from one of the top officers of the nation's largest auto insurer. And he got them within minutes.
- A Pittsburgh newspaperman was on a feature on road-killed deer. "Do you have any statistics?" he asked. We didn't . . . but first thing the next morning we did (and so did he) from our five "deer country" regional offices.

Dead deer, no-fault insurance, or motor homes may not be your assignment. But if it has to do with something about insurance, chances are we can help.

Because we're the largest insurer of homes, cars and small boats in the world, lots of newsmen call us regularly. We use the phones, a Telecopier®* and an experienced PR firm to give them—and you—fast, no-nonsense answers.

Try us.



Public Relations Department
State Farm Insurance Companies
Bloomington, Illinois 61701
Phone Area 309
662-2521 or 662-2063

*Telecopier® is a trademark of XEROX Corporation.

CATCH-lines

By Lenora Williamson

THERE ARE TEDDY BEARS in the boardroom of the *Bristol Evening Post*—England's town of Bristol, that is. A delegation from the *Bristol (Conn.) Press* was curious about the large, golden-colored teddy bear which sits on the table, holding a baby bear on one side and guest book on the other. Explained Post board of directors secretary Reginald Dickinson, if 13 persons happen to attend a dinner or meeting, the bear is placed at the 14th chair, in true Churchillian manner, to avoid the unlucky number.

The Connecticut group included Kathy Conlin and Jimmy Gallus, winners of the Press circulation contest; reporter Kathy Rivard and her husband Glenn, and Press circulation manager Charlie Poole and his wife Lillian.

* * *

ROOKIE'S DIARY GETS EARLY '30' announced the *Detroit Free Press* headline for a Washington dateline story on Coach George Allen of the Redskins ordering rookie guard Charles Cantrell to discontinue a news 'diary' issued during the NFL training camp. Cantrell had been giving *Washington Star-News* reporter Steve Guback his impressions, and the paper titled them "Diary of a Rookie." An editor's note at the end said Allen expressed no quarrel with any part of the diary but "suggested" it had gone far enough. "He said he had decided to end it a few days ago, but thought the writer should have a chance to wrap it up."

* * *

PURE COINCIDENCE OR INTENT?—Around the time pictures and stories celebrating Mae West's 81st birthday appeared, an eagle-eyed reader of the *Syracuse (N.Y.) Herald-American* sent along a clip with a 1-column head shot of Mae and a caption quote, "Sex is a frame of mind—age has nothing to do with it. And let me tell you I've got a very good mind." And next to Mae's photo three columns were in type under a headline "Fires rage in West." But that story was about firefighters battling those forest fires in western states.

The *Chicago Tribune* caption for another cheerful head shot of Mae: She's 81 and holding.

* * *

COUNCIL BITES BACK was the *Des Moines Sunday Register* head for a story re Dubuque, Iowa, city officials hosting a "Press Roast" for reporters. The press fellows were fed and then given some honorary awards for "Foot in the Mouth," "Hook, Line and Sink" (for the reporter who should have gone fishing instead), and "Diogenes Lamp."

* * *

X-Rated Writer

When I make a mistake,
I do not fret or pout;
I simply hit the keys
And double X it out.

Herm Albright

* * *

COLLEAGUE CONCERN is being expressed for Frank Luksa of the *Dallas Times Herald* (Catch-lines, August 4) whose promotion department hopes he'll be replaced next year on the Cowboy beat by a fellow named Goin, since they've exhausted puns on the name "Luksa." Mick Neubert, *Cedarburg (Wis.) News-Graphic*, has engineered a slogan which tells the reader: 1. Luksa will cover the Cowboys next year. 2. Goin will not cover the Cowboys. The slogan: "Luksa not Goin to run out on the Cowboys." And John L. Blue, managing editor of the *Cape Girardeau Southeast Missourian*, noted Luksa's threat to change his name to Normandy Dunkirk to thwart the promos. Blue suggests the department could counter with "Dunkirk the Cowboys around."

* * *

CONGRATULATIONS GAME—*UPI Reporter* says both editor C. A. McKnight of the *Charlotte (N.C.) Observer* and Rhea T. Eskew, new general manager of the *Greenville (S.C.) News-Piedmont*, believe in brevity. McKnight wrote Eskew, *UPI's* former Southern manager, as follows: "Congratulations, competitor." Came back the reply: "Thank you. Friendly, I trust."

A \$200 MILLION "SUPERBLOCK" TO ENHANCE YOUR VISIT TO NEW ORLEANS!



The Poydras Plaza, an 11-acre site adjoining the Louisiana Superdome, will contain an estimated \$200 million in new construction.

Already planned is the Hyatt Regency Hotel, a high-rise and low-rise 24-story structure that will have 1,250 rooms for visitors to New Orleans. Sheathed in glass, it will stand around a huge "atrium", with a ceiling 250 feet above ground level. Glass enclosed elevators will offer breathtaking space-age views of the hotel interior and the city's skyline. A revolving lounge will serve as dazzling crown 360 feet above the city streets and 87 feet above the Superdome.

Projected to share the Poydras Plaza with the hotel are high-rise and low-rise office and apartment buildings and shopping facilities.

The total investments in the Poydras Plaza "Superblock" and the Superdome will top the \$350 million mark and should serve as clear indication of the

new surge of civic and business-community confidence in the growing magnetism of the Nation's No. 2 Port.

You'll become more and more familiar with the fabulous Superdome while the Hyatt Regency and those other structures are abuilding (Hotel's completion? Late 1975 or early '76). Your longing-to-see New Orleans may mean that you'll first visit the completed Poydras Plaza on your second or third or fourth visit. But every time you're in New Orleans, you'll know you're welcomed.

Metro New Orleans' million-plus population shares its local enthusiasms with over three million visitors a year. It also exerts an impressive responsiveness to its newspapers — The Times-Picayune and The States-Item. They, morning-and-evening, enter 90% of the 318,500 Metro Households. Scheduling in them is one way to learn to love New Orleans even more.

THE TIMES-PICAYUNE and **THE STATES-ITEM**
REPRESENTED BY NEWHOUSE NEWSPAPERS

Editor & Publisher

• THE FOURTH ESTATE

Robert U. Brown
Publisher and Editor

James Wright Brown
Publisher, Chairman of the Board, 1912-1959



Charter Member,
Audit Bureau
of Circulations
Member, American
Business Press, Inc.



6 mo. average net paid June 30, 1973—25,271
Renewal rate—75.18%

Paying for counter-ads

Something new has been added to the counter-advertising idea initiated by the Federal Trade Commission. The Scenic Hudson Preservation Conference, an environmental group that has been fighting for 10 years a proposal from Consolidated Edison for a new power plant at Storm King Mountain north of New York City, is asking the New York State Public Service Commission to force ConEd to pay for counter-ads opposing the project.

The power company recently placed newspaper ads explaining the lengthy battle that has delayed construction of the new plant and said it would start in November. Scenic Hudson in spite of legal reverses still argues the project would ruin the mountain, the fish in the Hudson River, etc., and that the ads were "a mis-use of ratepayers' money." It wants the PSC to direct ConEd to finance an equivalent amount of ad space "so that the inaccuracies can be corrected."

We hope New York's PSC will uphold the right of a company to express its views without having to finance publication of opponents views. The precedent of a contrary ruling would bring an end to all advertising on controversial issues. Who wants to express a point of view and then foot the bill for others to state contrary opinions?

Press conference

A little more than a year ago (E&P June 24, page 48) John E. Ehrlichman said one reason President Nixon doesn't hold more press conferences was that "he goes in there for half an hour and gets a lot of flabby and fairly dumb questions."

Within a week the President held a press conference, his first in three months, and said: "You are not dumb and flabby . . . In looking over the transcripts of various press conferences I have not seen any softballs and I don't want any because it is only the hardball that you can hit or strike out on."

The President could say the same about last week's press conference. There wasn't a softball in the lot. They were all hardball questions. Most of his critics gave him credit for fielding them admirably even though some criticized him for leaving some things unsaid. The consensus has been, however, that the President scored points with his performance.

He usually does. Mr. Nixon is given high marks, even by his critics, for his ability in the fast give and take of a press conference. We don't understand why he doesn't hold more of them more regularly.

History repeating in Argentina

The decree controlling local news dissemination and regulating the news content of the Argentine press, which was signed by Juan Peron's "provisional" president, shatters any illusions that the former dictator might have changed attitudes toward the press during his exile.

Control of the press was a guiding principle of the Peron dictatorship for 10 years from '46 to '55. Newspapers and radio stations he expropriated were returned ultimately to their rightful owners.

Now it appears Argentina may be faced with a repetition of that unpleasant history. The free press of this hemisphere, which once rallied to the cause of *La Presna*, may soon be called upon to do it again for that and other newspapers there.

The Oldest Publishers' and Advertisers' Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

Managing Editor: Jerome H. Walker, Jr.

Associate Editors: Margaret C. Fisk, Mark Mehler, Jeffrey J. Mill, Edward M. Swietnicki, Lenora Williamson.

Editorial Assistant: Marie Stareck.

Midwest Editor: Gerald B. Healey.

Washington Correspondent: Luther A. Huston.

Advertising Manager: Ferdinand C. Teubner.

Sales Representatives: Donald L. Parvin, W. F. Pierce, Richard E. Schultz, Kenneth R. Schmitt, Earl W. Wilken.

Advertising Production Manager: Bernadette Borries.

Assistant to the Publisher and Promotion Manager: George Wilt.

Circulation Director: George S. McBride.

Classified Advertising Manager: Virginia Ann Stephenson.

Marketing and Research Manager: Albert E. Weis.

Librarian: Adelaide Santonastaso.

OFFICES

General: 850 Third Avenue, New York, N.Y. 10022. Phone: 212 752-7050, TELEX 12 5102

Chicago: 111 East Wacker Drive, 60601. Phone 312-565-0123. Gerald B. Healey, Editor. Willard L. Pierce, Richard E. Schultz, Advertising Representatives.

Los Angeles: 1830 West 8th Street, 90057. Phone: 213-382-6346. Scott, Marshall, Sands & Latta, Inc., Advertising Representatives.

San Francisco: 85 Post Street, 94104. Phone 415-421-7950. Scott, Marshall, Sands & Latta, Inc., Advertising Representatives.

Washington: 1295 National Press Building, Washington, D.C. 20004. Phone: 202-628-8365. Luther A. Huston, Correspondent.

London: 23 Ethelbert Road, Birchington, Kent England. Alan Delafons, Manager.

INDEX TO THIS ISSUE

Calendar	2
Catch-lines	4
Classified clinic	20
News people	16
Promotion	22
Stock prices	24
Shop Talk at Thirty	32

letters

\$10 TAPE WINDER

A newspaper using wire tape can't survive without the use of tape winders, and a recent experience at the *Blade-Tribune* in Oceanside, Calif. is worth spreading.

The *Blade-Tribune* purchased three new winders (at \$84.50 each) during the past 18 months, and every one of them broke down within a year of purchase.

The company which produced the winders had gone out of business, and the company's facilities had been purchased by another firm, so complaining got us nowhere.

Then backshop foreman Jim Missett struck upon an idea which is worth telling the entire newspaper world about.

He had been trying to scavenge the broken tape winders to make one workable one, but lacking the proper tools found it impossible.

He instead invented his own tape winder, by using a few parts from the original, and some purchased items.

He discovered that the tape winder head, which actually winds up the tape, has the same drive shaft dimension as the common household fan.

He went down to the local thrift shop, purchased two old fans for \$5 each, and then located two electrical foot pedal on-off switches.

He mounted the tape winder head onto the fan motor drive shaft, attached the foot pedal, and—voilà!—an electrical tape winder for under \$10.

The winders, which do not require any winding up (naturally) have proven to be exceptionally reliable and trouble-free.

They are initially a little difficult to get used to, since the windup speed is considerably higher than the old mechanical tape-winders.

But with a few days use, the operator can learn to control the speed by applying pressure to the tape as it is being wound.

So if your backshop is suffering from inoperative tape-winders and the \$84.50 price tag is just too much, I'd wholeheartedly recommend this procedure.

BILL MISSETT

(Missett is managing editor of the *Blade-Tribune* in Oceanside, Calif.)

* * *

NOT 'KIDS'

I resent your headline on page 13 of the August 11 E & P which says, "University must give newspaper back to kids."

Student journalists are not kids. If they're going to a college or university, they're at least 18, an age defined as "adult" by the U.S. Supreme Court when it enfranchised 18-to-20-year-olds some three years ago.

It is a pity so many professional editors forget their humble beginnings as "kid" journalists.

And if you can explain such a derogatory headline by referring to the judge's ruling as quoted in the story, then I believe you should have put quotes around that portion of the headline. Or don't they do that anymore?

ROBERT MUSIAL

(Musial is promotion copy writer for the *Detroit Free Press*.)

CARRIER HALL OF FAME

The International Circulation Managers Association, with far reaching membership in two dozen or more countries, has a Newspaperboy Hall of Fame, which too few in the newspaper industry know of and too many others don't always pay enough attention to it.

Each year members of the association submit names of nominees, on the basis of the three following requirements: 1. The recipient must have been a bona-fide carrier of a home-delivered newspaper. 2. The recipient must have achieved a position of national prominence in one field or profession, or an outstanding success in business. 3. The recipient must express a belief in the modern concept of an independent contractor or the Little Merchant plan of newspaper route management and must be willing to be quoted by the I.C.M.A. Through the years, the I.C.M.A. has honored by admitting to membership well over 200 to the Hall of Fame and even the quickest glance over the list of members would convince anyone how impressive it is.

The I.C.M.A. is to be congratulated on having such a Hall of Fame; however the newspaper industry could benefit even more from it if there was a real and actual Hall of Fame—for example, a place that could be visited, not merely an assemblage of the members names and basis of membership approval. Wouldn't it be something if we could visit an actual Hall of Fame where, for the world to see would be an exhibit describing the membership and honoring the newspaper carrier for the integral part played in the production of the newspaper.

I submit that there is, indeed, such a place and would heartily endorse for consideration the Henry R. Luce Hall of News Reporting in the Smithsonian Institution's National Museum of History and Technology in Washington.

I had the very real pleasure of taking a group of thirty five newspaper carriers from The *Stamford* (Conn.) *Advocate* to this News Hall of Reporting in June and our group was greeted most enthusiastically by the Museum Specialist, James Spears. During the visit, Mr. Spears advised the carriers that their group was the first newspaper carrier group to ever tour the exhibit, which had opened in April 1973. To mark their visit, the *Advocate* carriers presented a replica of the restored newspaperboy fountain in Great Barrington (Mass.) to the Smithsonian. The exhibit is very well organized and I know of no other place anywhere that can best testify to the importance of the newspaper carrier, past or present.

I feel confident that the publisher of each newspaper represented by the members of the Hall of Fame would be delighted to have the chance to co-operate in a description of their recipient. You can register your support for an actual and real Newspaperboy Hall of Fame by writing as quickly as possible to the Newspaperboy Hall of Fame Committee, c/o International Circulation Managers Association, P.O. Box 17420, Dulles International Airport, Washington, D.C. 20041. Why not write today?

BARRIE J. HUGHES

(Hughes is home delivery manager for the *Stamford* (Conn.) *Advocate*.)

CUTOUT COMICS

There have been many, literally thousands, of suggestions on how to conserve newsprint in this day and age of ever tightening supplies.

One which I feel has been overlooked and should not be is the thousands of tons used weekly by the printing of color comics for newspapers all over the country.

While I have no wish to work an economic hardship on anyone, I wonder if cut backs in color comics with the resultant savings in newsprint diverted to the publication of regular newspapers, would not be worthwhile?

I feel, no doubt as do all publishers, that our number one allegiance to the reader and the public is the dissemination of vital news. I do not consider color comics on Sunday as either vital or even really necessary but as a frill that can be done without.

Yet, I understand that an economic hardship this may work on syndicates and those who distribute comics. I must admit that I know no way in which to make this up to them, yet I feel that publication of the regular important news on a daily basis to the millions of people in the United States to be more important.

WARREN KOON

(Koon is editor and publisher of the *Natchez Democrat*.)

* * *

WRONG FACT

An article, which appeared on page 13 of the August 11, 1973 issue of EDITOR & PUBLISHER, concerning the libel judgment against the *Daily Mail* is in error in that it states in the first paragraph that Clay Communications, Inc., is owner of the *Charleston Daily Mail* and *Gazette*.

Charleston Newspapers is a joint venture and the two newspapers comprising this joint venture are separately owned. The *Charleston Daily Mail* is owned by the *Daily Mail Publishing Co.*, which is a subsidiary of Clay Communications, Inc. The *Charleston Gazette* is owned by the *Daily Gazette Company*. CCI and *Daily Gazette Company* have no stockholders in common.

LYELL B. CLAY

(Clay is chairman of the board of *Clay Communications Inc.*)

Short Takes

B . . . got me in the ankle with his spies . . . — *Minneapolis Tribune*.

* * *

P . . . , J . . . & H . . . Inc., an investment firm, reported a net operating loss . . . — *Omaha* (Neb.) *World Herald*.

* * *

Thinking of raiding your own beef to beat meat price hikes?—*Hannibal* (Mo) *Courier-Post*.

* * *

Help Wanted—Experienced man for tune-up, light mechanical and related service station work. Good hors and pay for right, man . . . — *Billings* (Mont.) *Gazette*.

* * *

J. E. fractured his right hand . . . (It) is encased and a new one will be put on Friday.—*Passaic* (N.J.) *Herald-News*.



Together these three reach only seven out of 10 New York advertising executives.



The New York Times reaches more than eight out of 10.

All by itself.

Source: Media Advertising Publications Study, Trendex, 1971.

Press right to interview prisoners is sustained

U.S. District Judge John V. Singleton, Jr., ruled August 24 that newsmen have a right to interview prisoners being held in federal custody.

The ruling, on a suit brought by the *Houston Chronicle*, declared that regulations used to prohibit reporters from talking with prisoners are unconstitutional because they violate freedom of the press guaranteed by the First Amendment.

The suit stemmed from the efforts of the *Chronicle* to interview Sebastian Jesse Mirelez, charged with income tax evasion, and Ronnie Stewart, serving time for a narcotics violation and for interstate transportation of a stolen tractor.

Judge Singleton termed the rules "a prior restriction on the press' right to publish, the prisoner's right to speak out, and the public's right to know."

Unimpressed by argument

He added that he was unimpressed with an argument by federal attorneys that such interviews would compromise the security of the prison institutions and the safety of members of the press.

"Members of the press are notoriously a brave breed," he said.

"This court can see no compelling reason why the inmates, 65 percent of whom the Government's expert testified have not been convicted of the crime with which they are charged, should be restricted

from face-to-face confrontation with the press, if they want to."

Newspaper files suit

The *Chronicle* filed the suit in December after city editor Zarko Franks and another staff member were denied access to two federal prisoners being held in the Harris County Rehabilitation Center.

Judge Singleton suggested that the U.S. Department of Justice's bureau of prisoners should prepare new rules to permit newsmen to interview prisoners in federal custody.

He said that present rules constitute a blanket ban on talking with federal prisoners and allow too much discretion to federal authorities and jail officials.

Mail interview

During a May hearing, the Government contended that newsmen could interview prisoners by means other than face-to-face, such as by mail.

Judge Singleton indicated he was impressed by the *Chronicle's* strongly persuasive testimony "that face-to-face interviews are necessary in the process of gathering news."

"Newsmen, like lawyers and judges, need to size up those from whom they receive information, and the face-to-face interview is the most important technique of doing so."

NCEW members favor open bull sessions

A poll conducted by the National Conference of Editorial Writers reveals the majority of those responding favor full reporting of their critique sessions that are held by the group at their annual meetings.

While the response to the poll was described by Richard B. Childs, *Flint* (Mich.) *Journal*, as "discouragingly meager," he said, "the quality proved high and the verdict appeared clear."

Reporting in the Fall issue of the *Masterhead*, the NCEW house organ, Childs said the sample was "big enough" to show that NCEW members opposing restrictions on reporting of critique session outpointed those favoring closed meetings by a 2 to 1 margin.

"The recurring theme of those who voted to open meetings was that we had to practice what we preached," Childs said.

On the other side, the view was expressed that NCEW are private, not public and therefore do not have to air possible differences of opinion with publishers in public. Others felt it might inhibit discussion.

Based on the poll results, Lloyd R. Armour, *Nashville* (Tenn.) *Tennessean* and president of NCEW, said he will recommend to the board that they dispense with the by-laws for the Honolulu meeting (October 9-13) and then put the issue up to a membership vote. The Board, he said, meets on Tuesday (October 9). The membership vote, would come up on Friday (October 12).

The by-laws have permitted reporters to cover the critiques provided they agreed to the ground rules which prohibited naming individuals and newspapers in reports of what took place.

1933. Other shareholders are the Helen G. Bonfils Foundation, with 44.7%, and the Denver Post Employees Stock Trust, with 8.3%.

St. Louis newspapers remain shut down

A strike against the *St. Louis Post Dispatch* by members of Teamsters Union Local 610 went into its second week with both sides refusing to budge their positions at a mediation conference August 28.

Alex T. Primm, general manager of the *Post-Dispatch*, said little progress was made at a meeting with Paul Bowers, chief area federal mediator. Bowers said he didn't believe the strike will be prolonged, although he thought it will be several days before there is any definite progress.

Denver Post buys Newhouse's interest for \$4,785,306.96

Samuel I. Newhouse has sold 18.531% interest in the Denver Post Inc. for \$4,785,306.96, it was announced August 28 by Arthur J. Goldberg, former associate justice of the United States Supreme Court, who is the Post's attorney.

The sale, which involved 147,240 shares of Post stock (stock was split 10 for 1 in June, 1973), ended a 13-year struggle by Newhouse to gain control of the newspaper.

The sale, made by Herald Company Inc. of New York, which is owned by Newhouse, was to Frederick G. Bonfils Foundation. The selling price of Newhouse's 147,240 shares was \$32.50 a share. Newhouse acquired 14,724 shares, which represented about a 16% interest in the paper, in 1960 from May Bonfils Stanton, the sister of Helen Bonfils, for a reported price of \$240 a share.

When Post directors purchased a block of 15,552 shares in 1968 for \$450 a share.

Newhouse filed suit in federal court charging that the stock purchase was made to perpetuate the director's control, and a Post employees stock trust was created to prevent Newhouse from acquiring additional stock or possible control of the Post. Before starting suit, Newhouse had offered \$500 a share for a block of Post stock.

U. S. District Court Judge A. Sherman Christenson ruled in favor of Newhouse in August, 1968 and ordered that 15,552 shares of Post stock be sold at a public auction sale and he set a minimum price of \$6,429,299 on the block.

The judgment was overturned by the U. S. Court of Appeals last year and the case was ordered dismissed. Newhouse did not appeal further.

The sale this week increased to 46.9% the amount of outstanding Post stock held by the Frederick G. Bonfils Foundation, which was established after his death in

Small paper has program to economize on newsprint

His "metered newsprint" program a marked success in Phase I, Uzal H. Martz Jr., publisher of the *Pottsville (Pa.) Republican*, has taken additional steps to economize on the use of paper, offsetting some of the impact of the tight supply situation.

Here is a five-point newsprint program which Martz has put into effect for the 30,000-circulation daily:

1. Evened out annual orders by quarters for all suppliers, telling each exactly "how it is" from the point of view of the Republican's expected increased needs. Warehouse space has been enlarged 75%—"to enable us," Martz explained, "to build up inventory for soon-to-be-opened shopping malls," with a corresponding increase in working capital tied up in newsprint.

2. Long before some mills required it, the Republican settled on 28-lb basis weight newsprint, being thankful for the 12.5% increase in cutoffs per roll (and per square foot of warehouse space), as well as applying 3% decrease in per page costs against price boosts and higher handling costs.

On the Goss Urbanite press, Martz said, the quality of 28-lb paper is as good as that of 32-lb paper ever was. He sees the possibility of going to 25-lb paper, a few test runs showing that it could be run but readers would have to be "educated" to overcome resistance to the "flimsy" feel of the unfolded product and more show-through on pages.

3. Despite a trend toward elimination of rail service, the Republican has made plans to provide a warehouse that will accommodate 70-ton "incentive" rail cars. The \$1 a ton incentive discount will be applied to the increased costs of handling and storage.

4. The Republican has a redesigned nine-column look on a 34-inch web, using narrower margins and gutters and some shrinkage with an amorphous lens. Using a new phototypesetter the nine-column makeup will be 32 inches wider later this year.

5. Metered rolls of newsprint are required in the contract specifications. In the first year of this program—called "buying newsprint by the yard"—cobble waste has been reduced to the point where there is hardly enough for circulation bundle wraps.

Precise metering

Phase II of the metered newsprint program has suffered a setback due to the critical shortage which has created a seller's market again. In the beginning of the program, Martz said, seven mills were asked to supply rolls metered to 11,750 yards, plus or minus .5%. Three mills cooperated fully; some of the others either didn't have measuring devices on their rewind machinery or could see no advantage of investing money in them.

"Encouraging results" were obtained,

Martz related. Cobble waste fell down to 1.3%, of which about .25% was attributable to out-of-spec metering waste. The remainder was due to reel room procedures and to the waste within the specific tolerance.

For all of 1972, Martz said, cobble waste was lowered to an average of 1.14% and in the first six months of 1973 the average was .91% with a low of .70% in May.

Basically, Martz explained, the program was to reduce cobble waste by having all rolls in a set on the press run out at the same time. Since his paper uses newsprint rolls in sets of two or more at a time, dissimilar starting lengths mean that when the shortest roll runs out, there are varying amounts left on the others. These remaining lengths are either waste, or must be run down on the press, or re-wound to salvage them. All are costly procedures.

"Our conclusion," Martz said, "was that it was feasible at the mill, as well as essential in any program to minimize newsprint waste for the newspapers that don't have automatic pasters or efficient rewinders."

In Phase II of the program, Martz planned to require that rolls be precisely metered at the mills and that orders and invoicing would be on the basis of cutoffs per roll, with back-charges for waste caused by undermetered rolls. This part of the program has run into trouble because the supply situation is such that "just getting newsprint is going to be an accomplishment."

Seller's market

In the seller's market, mills have been imposing the following conditions on customers:

1. Orders must be at even amounts by quarters throughout the year. No orders can be cancelled in July and moved to a period of high consumption, or they will be lost forever.

2. Incentive rail cars must be used because truck delivery is too expensive and bothersome.

3. Lightweight (28-lb) newsprint or less.

4. Supply allocated as a percentage of this (or last) year's commitments, precluding significant increases which may be required to service a new shopping center, or to pick up slack from another supplier who refused to renew or otherwise was unable or failed to meet expected commitments.

In the view of the Pennsylvania publisher, "this means the obvious gray market, rationing, or, at best, living from shipment to shipment."

"In the final analysis," he added, "little is to be gained either by publishers or by the mills trying to outpoint the other fellow in placing blame for whatever reasons there are for the paper shortages. The

sooner we find ways to optimize the supply and consumption the sooner we can get back to the other aspects of our respective businesses."

Aside from the fact that strikes have cut production seriously in several Canadian mills, Martz said he has been given the following reasons for the growing scarcity of newsprint:

- Increase in consumption exceeds the increase in supply.

- Inability to get people to go into the forests to cut trees.

- Shortage of wood because of floods, ice, etc. in the forests, making roads impassable.

- The newspaper plant is too far removed for economical (to the mill) shipment of paper at the standard freight rate.

- Export commitments at higher price.

- Reluctance of mills to enlarge capacity because of the low return on the investment.

- Closing mills with marginal or negative profit picture.

- Closing of mills because of radical ecological standards and/or the elimination of river drives by strict environmental standards.

- Cyclical lag between peaks of surplus capacity and excess demand, complicated by the long time lag between go-ahead and first production.

- Imports.

"Whatever the reasons," Martz commented, "there is no doubt that the newsprint supply situation has changed drastically. No random orders are being accepted, spot purchases are almost ancient history, new contracts are like hen's teeth, and if you happen to have a contract it's only as good as the mill's ability to fulfill it."

India's papers face 30% cut in newsprint

By T. Ramappa

The Indian newspapers are again in a quandary. Last month the Union Government, announcing the newsprint allocation policy for 1973-74, clamped down a uniform 30% cut (with retroactive effect from April 1973) in the allocation of newsprint for all newspapers and periodicals, stating that this was necessitated by "non-availability" of newsprint.

According to the Government, only 1,63,000 tonnes of newsprint including the 36,400 tonnes by the indigenous NEPA Mills was available as against the actual requirement of 2,30,000 tonnes for 1973-74.

The Government blamed the foreign suppliers of newsprint to India—Canada, Scandinavia, and the Soviet Union, as having backed out of their long-term commitments following the price rise consequent in the devaluation of the dollar.

News council will supplant the courts, educators told

By Shelton A. Gunaratne

The usefulness of the National News Council, the expertise needed by the specialized reporter, the status of women in journalism education, and the training and education of Ph.D.'s in mass communication were some of the major topics discussed at the 56th convention of the Association for Education in Journalism held at Colorado State University, Fort Collins, August 19-22.

Douglass Cater, director of the Aspen Program on Communications and Society, told the convention that since there were very few issues that would lead to clear-cut black and white decisions, the purpose of the National News Council would be to produce well-balanced and well-reasoned reports that would shed light on the issues that are brought to its attention.

"There would be many watchdogs watching this watchdog," said Cater. "If the National News Council issues hasty or unwise verdicts, the mass-circulation publications will direct attention to those."

Public exposure needed

Cater pointed out that there has not been adequate public discussion on the National News Council. Referring to the position taken by the *New York Times* that it would treat the National News Council as it would any other organization by covering only what is newsworthy, he said this was "a highly arrogant stand" taken by that newspaper comparable to the "mentality of the nineteenth century industrial leaders regarding collective bargaining."

The National News Council, Cater said, would be well equipped to handle an area that the courts are not. "By making the Federal Communications Commission and the courts the first resort, we have got into a mess," Cater said. The courts should be the last resort, and they would be in a better position to handle relevant cases once the News Council completes its research.

Cater added that there were "possibilities of a severe threat to communication in America" with the replacement of the old technology by the new with "a very few people" being in a position to "skillfully manipulate the communication system." This, however, was beyond the scope of the National News Council.

Specialty reporters

The question of the specialized reporter led to a divergence of opinion by a panel of professional journalists who addressed the convention.

Robert Lubar, managing editor of *Fortune*, said there was a need for specialized reporters at the present time because today's journalists had to cope with experts in different fields such as ecology, government, war and peace, and so on. "If the journalists cannot cope with these experts, the kind of reporting would be superficial," he said.

perficial," he said.

Paul Poorman, managing editor of *Detroit News*, said that the specialized reporter could create problems within the newspaper environment "because he becomes an expert in his own right and begins to argue with other experts and starts policing them." He found that the copy of the specialized reporter needed more editing. Moreover it could become very offensive when the specialist did not know "the expertise in making a newspaper." The *Detroit News* has general interest reporters rather than specialized reporters.

The panel was of the view that journalists should not be released for a "prohibitive" period of nine months for advanced training at higher educational institutions because they had the tendency to leave their jobs after the training.

Status of women

The status of women in journalism was discussed by an ad hoc committee appointed to go into the question.

Paul Jess, dealing with a survey of 62 journalism units in the country, reported that women in journalism education "tend to be ranked lower, promoted more slowly and paid less" than their male colleagues. They also "tend to have slightly less media experience and to be about two years older than the average male journalism teacher."

Jess further reported that of the 729 full-time faculty members included in the study, only 63, or 8.6 percent, were female. Moreover, women were much more likely to be ranked assistant professor or below than to be ranked associate professor or above. At the Professor and Assistant Professor ranks, the nine-month salary average of women was more than \$1,000 less than that for men at those ranks. The differentials were less at the Associate Professor and Lecturer-Instructor ranks.

A panel discussion on the training and education of Ph.D.'s in journalism led to the conclusion that it was possible for journalism education "to maintain a steady job market for its new Ph.D.'s in the next decade" if the graduate schools were to adhere to several policies.

The convention presented the 1973 Citation of Merit to *The Bulletin* of Bend, Oregon, "in recognition of a newspaper that has established a successful community press council and proved that a free press can serve its readers by working constructively with them."

William Hornby, vicepresident and executive editor of the *Denver Post*, accepted the award for Bulletin editor Robert Chandler, currently in El Salvador on business.

In presenting the award, Donald E. Brown of Arizona State University said



Paul Schramm (right) is presented the 1973 Paul Deutschmann Award

the citation was "in recognition of a newspaper that has established a successful community press council and has proved that a free press can serve its readers by working constructively with them."

Brown explained that a press council provides a mechanism for investigating complaints against the media and for weighing the validity of these charges.

The council has no power to inflict penalties, but it can use the power of public opinion to uphold high journalistic principles, Brown said.

"While we don't feel that a press council is a panacea for all problems," he added, "a majority of our members believe it is a progressive step in demonstrating journalistic responsibility and in reducing the credibility gap between the media and the public."

The community press council in Bend has nine members who meet periodically with Chandler to provide feedback from readers, to discuss community and journalistic problems of mutual interest, to consider complaints from readers and to offer suggestions for improving the paper's service to the community.

Schramm honored

The convention also presented the 1973 Paul Deutschmann Award for Outstanding Contributions to Research in Mass Communication to Wilbur Schramm, Director of the East West Communication Institute in Honolulu, Hawaii.

Schramm was the third person to receive the award bearing the name of his former student, Paul J. Deutschmann. Deutschmann was Schramm's first doctoral student at Stanford University.

Recognized as the "father of mass communication theory," Schramm has written numerous journalism and mass communication texts.

Schramm's career began in 1928 as an Associated Press correspondent. He has served as director of the School of Journalism at the University of Iowa, director of the Institute of Communications Research, and director of the University Press at the University of Illinois.

In 1955 he joined the faculty of Stanford University as a professor and researcher with the Institute of Communications Research there.

Schramm retired from Stanford and as director of the Institute of Communications Research this year. He plans to continue his research with the East-West Center, University of Hawaii, Honolulu, during the coming year.

'Gloomy' supply picture may force ad rate hikes

By Edward M. Swietnicki

Looking beyond the newsprint mills and railroad strikes in Canada, publishers foresee higher prices for newsprint.

"The price will be \$200 a ton before anyone realizes it's happened," John L. Richards, vicepresident and general manager of the *Courier-Journal* and *Louisville Times*, predicts.

In an interview with the *Wall St. Transcript*, Bernard J. Ridder Jr., president of Ridder Publications, said the "hard facts are that we aren't going to get anymore production out of the Canadians until the price of newsprint gets closer to \$200."

In addition to the cutbacks in pages of the newspapers, the spiraling costs for newsprint may force many newspapers to increase advertising and subscription rates later this year or in early 1974, the Southern Newspaper Publishers Association said this week.

End ad controls

In Richmond, Va., Alan S. Donnahoe, president of Media General, has sent a letter to John T. Dunlop, director of the Cost of Living Council, urging him to remove controls from advertising rates to help offset effects of the newsprint shortage.

In his letter, Donnahoe said "it is ridiculous to stimulate advertising through abnormal suppressed rates, and hence add to consumer demand, when the national policy is supposed to be an effort to dampen such demand."

On August 16, the American Newspaper Publishers Association asked the Cost of Living Council for a regulatory change which would permit publishers to increase the price of newspapers in nickel increments rather than forcing them to increase prices in penny increments.

In its letter to William N. Walker, general counsel for the council, ANPA suggested that daily newspapers be "granted relief" from the Phase IV rule that does not allow a price increase to exceed 10% for any one item in a product line.

Supply to remain tight

Dr. A. E. Rickards, manager of the newsprint division of the Canadian Pulp and Paper Association, told an audience of New York State publishers August 27 that U. S. use of newsprint has been steadily increasing in recent months while Canadian paper mills are plagued by strikes, railroad labor disputes and higher production costs.

"The next 18 months can't be contemplated by publishers without some concern. As producers we share the concern because opportunities for increased business may be lost to both of us," the spokesman for Canada's 44 paper mills (representing 22 companies with 139 machines) told the 52d annual meeting of the New York State Publishers Association in Cooperstown.

Current statistics from Canada are:

—Since the beginning of the year Canada has produced 5.5 million tons of newsprint, a 10 percent increase over the 4.9 million tons produced at this time last year. Canada's shipments to the U. S. jumped 17.4 percent this year in comparison to last year, according to the trade association. The shipments to the U. S. so far this year have totalled 4.16 million tons, compared with 3.54 million tons at this time in 1972.

—Canadian newsprint production in July 1973 amounted to 762,451 tons, an increase of 63,573 tons or 9.1 percent over July 1972. Canadian shipments in July were 770,031 tons, an increase of 58,915 tons or 8.3 percent over July 1972. Shipments to American publishers were 590,902 tons or 76 percent of the total that month.

Total estimated U. S. newsprint consumption was 841,652 tons in July, 6.3% more than in July 1972, the American Newspaper Publishers Association reported. Consumption for July 1972 was 791,443 tons.

There were five Sundays in July 1973 and 1972.

For the first seven months of 1973 total estimated U. S. newsprint consumption was 6,122,368 tons, compared with 5,807,065 tons in the first seven months of 1972, an increase of 5.4% in 1973.

Overseas shipments decline

Dr. Rickards noted that Canada's newsprint shipments overseas (to countries other than the U. S.) are down compared with 1972 while American demand is increasing. "However as world producers we must recognize that consumers of these other paper grades and in these other markets have been more essential to us than ever in recent years. It would not be an easy decision to turn away from them."

"Looking ahead now, beyond our immediate problems, for 1974—assuming only a modest increase in U.S. consumption—there could be another tight supply situation, even taking into account two new machines coming on stream, one in 1974 and the other probably in January 1975 in Houston and Snowflake, Ariz. and taking into account the expansion in Garfield, N. J." The trade association spokesman noted that of the 139 newsprint machines now in operation in Canada, 35 have been installed since 1946 and that these machines account for 40 percent of total Canadian capacity.

Dr. Rickards cited other factors which eventually could lead to higher American newsprint costs. A group of Canadian paper producers are protesting to the Interstate Commerce Commission and the corresponding Canadian authority on the higher freight delivery rates paid by Canadian firms on shipments to the U.S. com-

pared with rates paid by American newsprint producers for similar distances. Dr. Rickards explained: "In logic it would seem that the Canadian lines are responsible for the higher rates on tonnage originating there. But the U.S. cannot be held entirely blameless." Environmental programs are also "a costly business" affecting newsprint producers and their customers, he said. "Expenditures on these programs by the newsprint industry over the next 10 years could run to some \$370 million. That is about \$12,000 for each daily ton of installed capacity."

An energy consultant for the American Petroleum Institute told the publishers that the pulp and paper industry in the U.S. expects to use more oil because of the shortage of natural gas. Paul Wollstadt, a former editor at the *Rockford (Ill.) Star and Register-Republic*, said "A survey by the American Paper Institute indicated that in 1975 the industry's additional use of distillate and residual oil because it can't get natural gas and because of switching away from coal will be 800 million gallons greater than in 1971. That's an increase of 800 million gallons from one industry and we continue to hear similar stories from other industries." Wollstadt stressed, "There is an energy problem and the sooner we all come to grips with this basic fact, the sooner the nation's efforts will be directed to effective actions." He urged the publishers to consider having a full time or part time executive to "look at all the ways in which you might conserve energy in your own plants and other operations."

Thomas P. Dolan, president and publisher of Westchester Rockland Newspapers Inc., in White Plains, was elected association president succeeding George B. Waters, president and publisher of the *Rome Daily Sentinel*.

Other new association officers are: vicepresident, Henry K. Williams 3rd, president, publisher and editor of the *Dunkirk Evening Observer*; and secretary-treasurer, Robert J. Danzig, publisher of the *Albany Times Union* and *Knickerbocker News-Union Star*. Elected to three year terms on the board of directors were J. Allen Meath, vicepresident of Otta-way Newspapers Inc.; Ruth L. Hewitt, publisher of the *Tonawanda News* and Richard C. Lyons, secretary and general manager of the *Buffalo Courier Express*.

A survey for affiliation

The association is surveying its membership to see what daily publisher views are on having ties with the New York Press Association, which represents publishers of over 300 weekly newspapers in New York State. John T. Tuthill 3rd, publisher of the *Long Island Advance* and president of the weekly publishers group, attended the convention and said his members will vote on an affiliation at their annual convention in Fairlee, Vt. in September. Tuthill said current plans are to have both groups share the same office space in the Newhouse Communications Center at Syracuse University and also the services of the same executive director, W. Melvin Street. He added, "It's like an engagement. We may get married. It may go splitsville."

Marketing exec defends Little Merchant system

"Show me a boy or girl newspaper carrier who has taken advantage of the opportunity to receive some quality training and motivation and who has been 'turned on' by the extra profits he or she can personally generate, and I'll show you a future success."

That was the theme of J. Warren McClure, vicepresident/marketing of Gannett Newspapers in a talk to the New England Association of Circulation Managers at its summer conference August 27 in Basin Harbor, Vermont.

McClure said he has been "troubled" since he read the remarks of Francis L. Dale, president and publisher of the *Cincinnati Enquirer*, who addressed the International Circulation Managers Association in June at its annual meeting (E&P, June 23).

"Frank Dale is a friend, a great guy, and I'm sure he's a good lawyer and newspaperman," McClure said. "But I'll bet on the more than a million young people now delivering newspapers as the leaders of this country in the years to come, and no one can argue against the need for all the well-founded leadership we can muster."

In his remarks, Dale advocated a study of the use of only employees for the sale and delivery of newspapers as opposed to "Little Merchants". Dale questioned whether the carriers were qualified to sell new customers at a time when the gap between circulation and households has continued to get bigger.

Breeds success

But McClure stated, "I feel it is imperative that someone speak out loud and clear to advise Dale's speech writers that one of the greatest contributions the newspaper business has made to the private enterprise system is that of affording an opportunity for some 50,000,000 young people to get into business for themselves over the years."

The Gannett executive continued: "I believe that in almost every home in the United States there is now a newspaper carrier or a helper or someone who has been a carrier. Almost everyone can identify with a newspaper carrier because he or she makes an important contribution to society."

"These young men and women, for years, have been given an opportunity to learn what business is all about and to taste the fruits of their own efforts—a return of profit for risk-taking and for what is often darn hard work."

"Show me another business or industry that has made it possible for as many young people to learn the importance of responsibility, the importance of good service and dependability, the importance of the proper handling of money, the impor-

tance of keeping good financial records, the importance of prompt paying of bills and the importance of courtesy, of service and of asking for the order.

"Wouldn't this country be better off if we had more business offering opportunities for young people to see the direct fruits of being in business for themselves? No other business or institution has shown the way for so many to prepare for a record of success at such a young age."

"Examine the record. The most successful people today were newspaper carriers yesterday—and the odds are that the most successful carriers today will be the most successful men and women of tomorrow."

Don't blame carriers

"No, Mr. Dale, you can bet on the employees, young or old, but I'll bet on the young and independent movers. I'll bet on them, if for no other reason, that when the newspaper business stops nurturing enthusiasm for selling and for servicing among the young—we slip back many notches in stimulating future leadership. I know of nothing this country needs more today than every possible form of honest, down-to-earth, daily leadership training, at all levels."

"If newspaper circulation is not growing fast enough, it's not the fault of the young business people who sell and deliver our papers, assuming they're exposed to good training opportunities and are properly motivated, and receive their newspapers on time."

"The way to increase circulation faster, and Mr. Dale's speech writers might well research this, is to emulate the newspapers that have experienced the greatest growth in areas that have not had sensational population increases."

"It is a fact that when the publisher, editor and circulation executive communicate at least weekly to discuss what is being offered the reader, combined with training opportunities for carriers, that solid circulation grows, day in and day out, year in and year out, in good times and in bad times."

Improve the product

"It's the enlightened publisher and editor, with the help of the circulation director, who build growth. You can have all the finest, highest paid 'Fuller Brush Men', or 'Avon-Calling Women' sales types for a daily newspaper, but if the product is lousy, its sales aren't going to grow very much."

McClure concluded, as a former publisher, "It is my feeling that all of us should continually operate as if there's a constant newsprint shortage and insure that our news content is more important to read than to skip."

"The current newsprint shortage should do more to help eliminate the trivia, the dull, the uninteresting, the over-written pap that too often merely fills a page."

Publisher is held captive

Edmonton Journal publisher Ross Munro was held captive for three hours (August 23) in the newspaper's library by a man who said he was hired to blow the newspaper apart.

The ordeal, which eventually saw the man's personal manifesto printed on the front page of 200 copies of the Journal, finally ended when the would-be bomber lifted his hand from a tin can and said: "It's all a hoax." None of the 200 copies of the paper reached the street.

The man entered the building about 9:30 a.m. and told four librarians he had enough explosives in the can to blow up the place.

Jan Wenzel, a sub-editor doing research in the library at the time, said he was told "shut up and get the editor or the whole place is going to blow up."

The man was finally arrested at 1:15 p.m. after giving himself up to two police bomb squad members who had joined publisher Munro.

The man, James Cameron, 65, was convinced by Rossi Cameron, a Canadian Broadcasting Co. reporter, who was called in off the street by Munro, to give himself up. "Rossi asked him if he was prepared to leave with police now that he had seen a newspaper," Munro said. "And at that time he removed his hand from the tin can and said 'It's all a hoax.'"

Police had ordered the newspaper's 400 employees out of the building, although a skeleton staff remained on duty in the newsroom adjacent to the library. Police also cleared the connecting building housing the Canadian Press and offices.

Included in the man's statement of directions, which were given to Munro, was a comment that he was highly disturbed that the Journal had not printed his letters to the editor for the past 25 years.

The editorial staff presented Munro with a bottle of scotch to show their appreciation of his efforts under the strain.

A psychiatric examination was ordered by the provincial court for Cameron who was remanded to jail.

Rogers plans to rejoin board of Gannett Co.

Outgoing Secretary of State William P. Rogers will rejoin the board of directors of the Gannett Co., Inc., it was announced.

Rogers, who has submitted his resignation as Secretary of State effective Sept. 3, was a Gannett director before his appointment to the Cabinet post in December, 1968. His re-election to the board will become effective when he leaves the State Department.

Rogers' re-election to the 13-member Gannett board was announced by Paul Miller, chairman of the board, and Allen H. Neuhauser, president and chief executive of Gannett. Rogers is also rejoining his old law firm, Royall, Koegel and Wells, which is to be renamed Rogers and Wells.

Around Pittsburgh, readers like to see things Hungerford's way

By Lenora Williamson

An interview with Cy Hungerford of Pittsburgh is a joy—but almost impossible to reduce to type. Because the interviewer's mind just sits there and smiles in recalling the experience.

The predicament is not unusual. Smiles and chuckles have been standard response from the newspaper reading public in Pittsburgh and environs to Cy Hungerford's daily editorial cartoons or his name for generations.

Count on a similar tribute from the cartoonist's peers. Around the editorial offices of the *Pittsburgh Post-Gazette*, faces light up at the mention of his name—a condition noticed even in the near-by offices of the *Pittsburgh Press* and at the penthouse bar of the Pittsburgh Press Club, where veterans ply a visitor with off-the-record Hungerford anecdotes.

The base of this local pride is wrapped up in the lifetime work and personality of the dean of the country's editorial cartoonists. He's been in print for at least 70 years, from teenager to man—but is cagy about the exact number of this summer's birthday.

Few newsmen last so long in the day-to-day deadline game—or are allowed to work so long past that dictatorial 65 anniversary by a dotting management. Hungerford is sparkling testimony to the value of exceptions for any rule.

He ran all the way

But then Cy doesn't fit the routine pattern. In keeping with his own style, he once ran all the way to the courthouse the day he heard he was in libel trouble because of a cartoon. He didn't wait for a subpoena. But at the time Cy was all of 13 years old. And in Parkersburg, West Virginia, the 20th century was not very old either.

In this 1973 summer, Cy pauses to look out his office window beyond the Gateway park and sees again that kid who had drawn a cartoon of a man pulling money out of a bank and choking widows and orphans. "I put his right name on it, too. It was libelous as the devil."

A kindly district attorney got the youngster out of the clutches of the grand jury. "I don't think Cyrus knew what he was doing." Still scared, Cy ran all the way home to breathlessly tell his mother, "They tried to put me in jail." Mrs. Hungerford, who was to save her only son's cartoons by the trunkfull later, didn't panic. She just said, "If you want to continue to do cartoons for the *Social Rebel*, you do it."

And her son kept on. Cartooning is all he ever has wanted to do. While other boys raced out to play after school, Cy raced to the newspaper office "to practice." But he never forgot that early joust with libel. "Never labeled a banker by name after that—especially if he was choking widows and orphans."

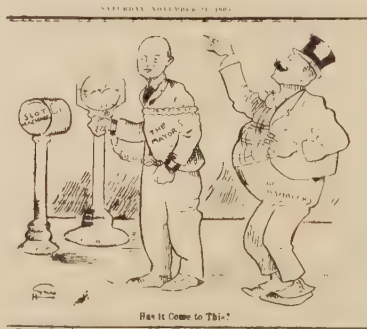
By the day of high school graduation,



THE DEAN OF DAILY EDITORIAL CARTOONISTS, Cyrus C. Hungerford of the Pittsburgh Post-Gazette, meets another deadline in a continuous record dating back to 1912. (Photo by Morris Berman)

he had been a newspaper delivery boy and had drawn cartoons for the *Parkersburg Sentinel* and the *Social Rebel*, with time to organize a high school newspaper, *The Quill*, along the way.

His education on the morning paper route along the waterfront was liberal. The route was the "red light" section, and while Cy says he dreaded Saturday morning collection duties, he gleefully acts out the calls of the ladies, "Little boy, come in . . . come sit on my lap . . . heat the needle for me."



AN EARLY HUNGERFORD—From the Parkersburg (W.Va.) Sentinel of November 21, 1903.

Fresh from Parkersburg graduation, Cy got a job at the *Wheeling Register* with an afternoon reporting beat including the old shoemaker and the fire station. "Most of my items were not publishable." Then he got his chalk plate cartoon done by midnight. At Parkersburg he had taught himself to engrave cartoons on chalk plates—drawing on paper, tracing, and blowing out the chalk dust as he chiseled down to steel. There could be no rubbing out—a mistake ruined the plate.

"Not bad work for a kid of 21 in chalk—got so good it would look like pencil," says Cy of some yellowed cartoon clips in a photo album he has carried down to the office in a brown paper bag.

Cy stayed four years in Wheeling, which time was not all work. He "fell in with the editor's son, a holy terror . . ." Bud Taney and Cy formed a partnership in the fun and games department including joint ownership of a canoe. Up to Wheeling, Cy had never had a drink and was now blessed with \$20 a week. "I don't know if it was good for me or not—Dorothy says it wasn't," Cy muses.

Dorothy is Cy's second wife, a pretty, white-haired grandmother, who brought five grandchildren into the Hungerford family circle. They were married in 1966, her first husband Arthur Goetz having died in 1965, and Cy's wife Alice having



Hollywood Stars Celebrated "The 4th"

cartoon idea before he leaves for the office. Sometimes it's discarded for another.

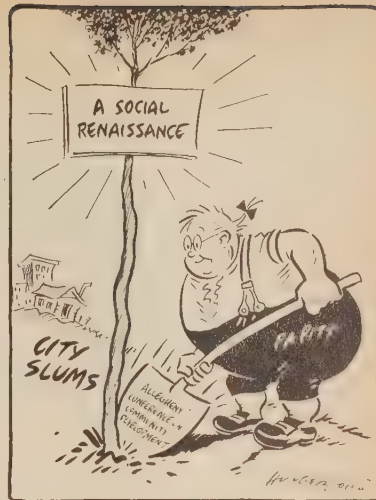
"The idea that comes quick is the true one." A lot of good cartoon ideas seem to happen "around 7 a.m."

"A funny life . . . in a way hard and in a way easy . . ." is this business of working with the clock. "Most cartoonists don't believe that I never worked with an editor and that the editor of the page didn't know what I was doing until he opened the paper . . ." Later, Cy amends that with, "Well, there was one suggestion of 'why don't you . . . ' but it didn't come off too well."

"It's not too hard to think up an idea," but Cy adds critically that he doesn't think the ideas are as good as they used to be. To which a colleague throws up his hands in protest upon hearing that repeated.

The cartoonist who has drawn every President since Teddy Roosevelt has the tool of a gentle, humorous slyness. But he's never savage. The iron stand for his drawing board he's used since 1915. It once belonged to the city editor of the *Pittsburgh Sun*. And the old wooden ink well—from which it is impossible to spill ink even by turning it upside down—is well taped together, an inheritance from cartoonist Sidney Smith, who went off to fame and fortune as creator of the Gumps.

Cy's love affair with Pittsburgh—and vice versa—had its beginning in 1912



CY HUNGERFORD's local cartoon character, Pa Pitt, helps with Pittsburgh's renaissance.

died in 1964. Before their marriage, she was often introduced as C. H.'s friend. So now, in order to avoid attendant fuss over being Mrs. Cy Hungerford, she sometimes makes appointments as Mrs. C. H. Friend.

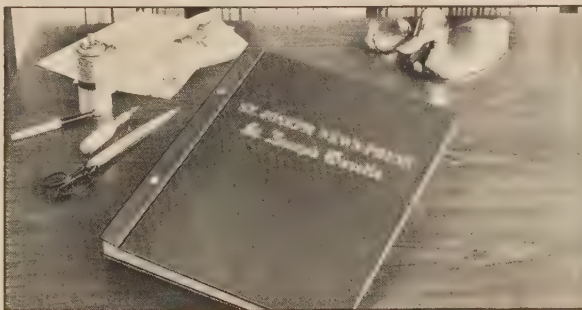
Quick of step and pixie-eyed, C. H. arrives at the office late mornings, Monday through Friday. He has an "awful habit of waking early" and is usually waiting at his apartment door for the paper delivery at 4:30 a.m. As a rule, he has a

when he got the cartooning job on the *Sun*. By then he had worked in chalk so long it was hard to do pen and ink, a fact which led him to bold brush strokes which characterize his work to this day.

His characterizations of officials and celebrities—local or otherwise—are consistent. And the famous have always been writing for originals. John L. Lewis was

(Continued on page 22)

Tell your customers to place their ads somewhere else.



An unusual marketing theory on the surface, but when the somewhere else is a Lester A. Stone scrapbook, it can add up to a substantial sales increase.

Because when you present someone with one of our scrapbooks, you're giving him a very effective way to record his advertising campaigns and plan new ones.

Take a minute to show him how to use it; how to note sales results in the margins and show him how to record color and reprint inserts.

A simple enough process.

But you know, during all the time we Stones have been selling scrapbooks, we've found that the best way to get someone to take more ads is to ask him to put his ads somewhere else.

LES LESTER A. STONE, INC.
P.O. Box 590, Holyoke, Mass. 01040



Katherine S. Smith

Association managers elect woman as head

Mrs. Katherine S. Smith, executive secretary-manager of Arizona Newspapers Association, was elected August 16 president of Newspaper Association Managers, Inc. at the conclusion of their 50th Anniversary Meeting in Jackson, Wyoming. NAM is an organization of managers of state, local and national newspaper associations.

Mrs. Smith succeeds Paul Conrad of Allied Daily Newspapers of Washington. Succeeding Mrs. Smith as vicepresident is Ray Hamby of the Maryland-Delaware-D.C. Press Association. William G. Boykin, Texas Press Association, succeeds Hamby as secretary-treasurer. Directors are George A. Speers, New England Press Association, William F. Lindsey, Colorado Press Association, and Jerry Zubrod, Washington Publishers Association.

A native of Memphis, Tennessee, Mrs. Smith has been manager of Arizona Newspapers Association for 16 years. Prior to that she was a staff writer for the *Arizona Republic*. She is a past president of the Phoenix Professional Chapter of Women in Communications (founded as Theta Sigma Pi).

Mrs. Smith was elected in absentia as she is recovering from a May 14 automobile accident.

How to protect yourself against Publishers Liability losses

Figure out what you could afford to lose, and let us insure you against judgments over that amount. We're experts in the fields of libel, slander, piracy, invasion of privacy and copyright. We have 5 U.S. offices so we're instantly available for consultation in time of trouble. Drop us a line, and get full details from our nearest office. **Employers Reinsurance Corp.**, 21 West 10th, Kansas City, Missouri 64105. Other U.S. offices: New York, San Francisco, Chicago, Atlanta, Houston.

news-people

WILLIAM E. DEIBLER, city editor of the *Pittsburgh Post-Gazette*, was named assistant managing editor; DON C. CLIPFINGER, assistant city editor for the *Philadelphia Inquirer*, succeeds Deibler as city editor.

* * *

WILLIAM PARRENT, advertising director of the *Hammond (Ind.) Times*—named advertising director of the *Duluth (Minn.) Herald and News-Tribune*, succeeding B. MAURICE SPARBY, who has taken a similar position with the *Memphis, Tenn. daily newspapers*.

* * *

LYNNE MILLAR, an assistant news editor at the *Houston (Tex.) Post*—promoted to night news editor; EDITH HONHOLT, also an assistant news editor—promoted to day news editor, making them the first women to hold these positions at the *Post*.

* * *

SHIELDS JOHNSON, vicepresident and general manager of the *Times-World Corp.*, Roanoke, Va., which publishes the *Roanoke Times* and the *World-News*, and RICHARD H. WILLS, company treasurer, retired September 1.

* * *

ARTHUR DEPHOUSE, classified advertising manager of the *Muskegon (Mich.) Chronicle*—retired September 1.

* * *

LANCE C. JOHNSON, managing editor of the *Willimantic (Conn.) Daily Chronicle*—promoted to executive editor, effective September 10, succeeding ALAN NECKOWITZ—appointed assistant professor of journalism and English at Madison College, Harrisburg, Va.

* * *

JOHNNY EDWARDS, a member of the advertising staff of the *Hot Springs (Ark.) Sentinel-Record and New Era*, was named advertising director of the *Hope (Ark.) Star*; SIBYL PARSONS, classified advertising manager at the *Star*, will assist Edwards in display advertising; SANDRA HOLT succeeds Parsons as classified advertising manager.

* * *

JERRY FOSTER, sports editor of the *Ontario (Ore.) Argus-Observer*—named news editor of the *La Grande (Ore.) Observer*, succeeding TIM MARSH, who has joined the public information department of Whitman College, Walla Walla, Wash.

* * *

CLARENCE W. POEL, managing editor of the *Grand Haven (Mich.) Tribune*, was named editorial page editor and will also write a local interest column; FRED VANDENBRAND, a *Tribune* news staff member, succeeds Poel as managing editor.

* * *

ED DANNER, former reporter for the *Des Moines (Iowa) Register and Tribune*—named editor of the *Prineville (Ore.) Central Oregonian*, succeeding RICHARD HIGGING, who filled in after GEORGE KECK resigned as editor.



SURPRISE PARTY—Lewis Neidhammer, an account representative at the Harrisburg (Pa.) Patriot-News retail advertising department since 1923, was surprised with a 50th anniversary party when he arrived at work on August 15. A banner, proclaiming "Lew Neidhammer Day," special disc pins, balloons, a carnation, a free trip to a resort with his wife, a special luncheon and five summer interns to fuss over him were part of the celebration. The girls surrounding Lew are, left to right, Kim Kinter (Ohio Wesleyan), Vicki Hoak (Shippensburg State), Barbara Clippinger (West Chester State), Tracy Lynn (Syracuse) and Karen Hunter (Shippensburg State).

F. WALLACE GORDON, managing editor of the *Jenkintown (Pa.) Times Chronicle, Glenside News and Huntingdon Valley Globe*, all owned by Montgomery Newspapers, has joined the staff of U.S. Rep. Lawrence Coughlin (R-Montgomery) as district administrator in charge of his Norristown office.

* * *

MRS. DOROTHY SUTTON, an artist, and ED GRADE, director of the Los Angeles Times Syndicate and the Los Angeles Times/Washington Post News Service, president of General Features Corp.—married.

* * *

The following appointments were announced at the *Scranton (Pa.) Times*:

HARRY MULLEN—named managing editor, succeeding EDWARD J. DONOHUE, who retired August 1.

EDWIN E. ROGERS—named city editor; LANCE EVANS, assistant city editor, and GAR KEARNEY, state editor.

* * *

PUCCI MEYER, former reporter and feature writer for *Newsday*—joined the staff of the *New York News Sunday Magazine* to write and coordinate articles designed primarily for women.

* * *

DON RICHARDS, who has worked for the *Brownfield (Tex.) News* and the *Abilene (Tex.) Reporter-News*—named news editor of the *Hereford (Tex.) Brand*.

* * *

JIM SCHOTTELKOTTE, sports editor of the *Cincinnati (O.) Enquirer*, was elected president of the newly-organized Ohio Associated Press Sports Writers Association.

in the news

O. QUINTON DI MARIA, formerly an advertising manager of the *Wall Street Journal* and executive advertising manager of the *National Observer*—named publisher of *The Observer*, a 46,000 controlled circulation weekly that started publication August 8 in the Tri-City area of Carlsbad-Oceanside-Vista in north San Diego County. BRIAN M. WIERSEMA, former reporter for the *Hayward* (Calif.) *Review* was named editor and FRED GATES, former editor of the *Carlsbad* (Calif.) *Journal* is managing editor. Tri-City Newspapers Inc. is the publishing firm of which ARCHIE J. HICKS JR. is president.



Monson



Collins

KAREN ANN MONSON has been named music critic of the *Chicago Daily News*, moving from Los Angeles where she held the same post with the *Herald-Examiner*.

LAWRENCE A. COLLINS, JR., publisher of the *Orange County* (Calif.) *Evening News and Independent*, was named general manager of the *Pasadena* (Calif.) *Star-News*.

New publishers named on Hammell Newspapers

Hammell Newspapers of Florence, Ala. has added a seventh newspaper to its group with the acquisition of the *Linton* (Ind.) *Daily Citizen*. In addition, publisher changes have been made in almost all the properties.

Walter L. Handy, former publisher of *Alva* (Okla.) *Review-Courier*, is now publisher of *Boone* (Iowa) *News-Republican*. Dave Lyons, formerly Boone publisher is now publisher at *Linton* and Garry Edwards moved from advertising director of *Oskaloosa* (Iowa) *Daily Herald* to publisher at *Alva*.

Karl Honosky, former Oskaloosa general manager, is now co-publisher of the Oskaloosa paper. Richard N. Hammell is publisher. Craig Trongaard, former advertising director of *Nevada* (Iowa) *Evening Journal* is now co-publisher of the *Journal*. Richard N. Hammell is publisher.

Phil Scroggin, moved from advertising director of *Florence* (Ala.) *Times Tri-Cities Daily* to general manager of WOWL radio, Florence. Phil Jobe is publisher of *Cushing* (Okla.) *Daily Citizen*. WOWL was purchased this year by the Hammell group.

ROGER L. CONLEE, a former copy chief and fashion columnist for the *Chicago Daily News* before joining Phillips-Ramsey in 1969—named director of public relations of the San Diego-based ad and pr firm.

GORDON S. WALKER, retired sportswriter for the *Toronto Globe and Mail*—appointed director of information for the Canadian Football League.

JOHN SPAULDING, of Scripps-Howard, has been elected president of the Atlanta chapter of the American Association of Newspaper Representatives, and LARRY WALKER, of Story & Kelly-Smith was elected vicepresident. FOSTER INGALLS, of Ward-Griffith was selected as treasurer and DAN HUTCHINS, of Newhouse Newspapers, was elected secretary.

McHugh and Lund are named editors

Robert McHugh, editor of the *Biloxi-Gulfpport* (Miss.) *Daily Herald*, was named editor of the *South Mississippi Sun*, a new morning newspaper to be published by Gulf Publishing Co. in October, it was announced August 17 by Roland Weeks Jr., president.

James Lund, managing editor of the *Daily Herald*, was promoted to editor of the *Herald*. Thomas H. Cook, assistant city editor, will succeed Lund as managing editor.

When plans for the morning newspaper were announced, it had the name *South Mississippi Today*. The change in name was made because of objections from the publishers of a Catholic weekly, called *Mississippi Today*.



McHugh



Lund

McHugh, 56, joined the *Herald* in April, 1969 as assistant editor and was appointed editor in 1971. He was managing editor of the *Columbia* (S.C.) *Record* and correspondent in charge of AP operations in South Carolina. He is president of the Gulf Coast Opera Theater.

Lund, 42, has been managing editor of the *Herald* since January, 1970. He joined the paper as a reporter in 1954. Cook, 47, has been with the *Herald* for 17 years, having been a reporter prior to being named copy desk chief, a position he held for 18 months before being named assistant city editor two years ago.



KAY CONNOLLY has been named public relations manager of Parade Publications Inc. according to Ezra L. Dolan, vicepresident-public relations director. Since joining Parade 12 years ago, Ms. Connolly has been involved in editorial promotion, including the editing of the company house organ, *The Reviewing Stand*. This past year she has been responsible for publicity and coordinating of the Young Columbus XVII carrierboy trip. Her first job was that of newspaper reporter, and later radio news writer for the Guy Gannett Newspapers-Broadcasting.

The Capital City Press of Baton Rouge, La., publisher of the *Morning Advocate*, the *State-Times* and the *Sunday Advocate*, has announced the following staff changes effective in September:

DOUGLAS MANSHIP JR., public relations and promotion director for the newspapers, was appointed Washington, D.C. correspondent for Capital City Press;

JIM CONNER, assistant classified advertising manager, moves up to classified advertising manager, effective September 14, when JAMES HINSON ROBERTSON retires after 54 years with the newspapers;

JIM HUGHES, city editor of the *State Times* becomes managing editor, effective September 5, when ERNEST GUEYMARD retires after 44 years;

JACK LORD, political reporter, takes charge of the *State-Times* city desk;

GINNA PARKER, special sections editor, heads a reorganized department which combines special sections and copywriting with promotion and public relations.

HARRY NEVILLE, former music critic of the *Boston Globe* and the *Boston Herald-Traveler*—appointed program editor of the Boston Symphony Orchestra.

John A. Park, Jr.

Confidential Handling

**Newspaper
Ownership Changes**

(919) 782-3131
BOX 17127 RALEIGH, N.C. 27609

17 Years Nation-Wide Personal Service

Irish papers give readers complete coverage of war

By James F. Houghton

Coverage of the unrest in Northern Ireland is front page news in Southern Ireland newspapers and promises to continue as long as the problem remains.

All newspapers in the South—four dailies in Dublin (plus two Sunday papers) and morning and evening (also a Sunday edition) papers in Cork—provide readers with complete coverage of the action the same way American newspapers covered the fighting in Vietnam.

Activities in the six Northern counties get front page display plus wide photo coverage. Papers in Dublin and Cork have full-time staff personnel assigned to bureaus in Belfast and also cover other parts of the North.

Discussions with Southern Irish newspaper editors and reporters indicate they feel readers may be getting somewhat weary of the daily reports of fighting, killing and unrest. They say readers may be reacting in the same way American readers reacted to the continuous Vietnam coverage.

If readers and political leaders are frustrated in finding a solution, newsmen in all media feel the same. They hope the unrest ends soon so they can return to other news, but as newsmen they must report what is happening.

Extra reporters assigned

The up tempo of the action up North dictates an increase in personnel, and papers have moved in additional reporters and photographers in periods of heavy fighting. In addition to staff coverage, Irish papers also use Reuters and other wire services, including American and European.

Radio-Telefís Éireann, the Irish radio-tv agency, has a bureau covering the North and the BBC also provides extensive radio and television coverage. Since both BBC channels as well as a British commercial outlet are received in many parts of Southern Ireland, this means that Irish viewers see the fighting much the same way Americans viewed the Vietnam action. English newspapers, especially those in London and Manchester, enjoy wide circulation in Southern Ireland.

Permanent bureau

Stephen Coughlan, group news editor of the *Cork Examiner*, a morning paper with country-wide distribution and its sister evening paper, the *Evening Echo*, said that in the first months of the fighting the paper sent a reporter to Belfast for a short period. He wound up spending an extended time there and the papers assigned a permanent staff man.

"We appointed a young Belfast man, Walter Ellis. We brought him down for

six months to get the feel, then he went back to Belfast," Coughlan said.

Ellis, a Presbyterian, caught the paper's attention on the strength of a good letter of application. Religion was never a factor, in the hiring Coughlan said.

"We don't care if you're Protestant, Jewish or atheist, so long as you do the job," he said. Ellis covered Northern Ireland for two years for the Cork papers before moving to the *Irish Times* in Dublin six months ago, still covering the same beat. When Ellis joined the papers, the Cork publications opened an office with a Telex and photo transmission machine. They still maintain the office.

Ellis was replaced by a Belfast correspondent who writes under the name of "Paul Heuston." He assesses the news for the papers, sends reports by Telex and phone.

Covering Irish War

Supper with the family, and then back to the war

By James F. Houghton

Covering a war using police reporter techniques may sound strange to some newsmen, but Henry F. Kelly found it one of the fastest and most efficient methods in reporting the fighting in Northern Ireland.

Kelly, a slim, articulate 28-year-old writer for the *Irish Times* in Dublin, recently returned home after three and one-half years covering the action in the North. He was Northern Editor of *The Times* for more than two and one-half years.

Kelly said he relied on local fire, police and ambulance groups to obtain valuable information. "I also had my own personal system. I had two or three phone contacts in every area of the North. They were not necessarily IRA people. I would call them regularly to get an assessment of the facts," he said.

The Dublin reporter would gather the data from his phone sources and individual visits, combine it with daily briefings from the British Army and the IRA—conducted within a 10-mile area of each other—then write his dispatches.

Kelly said less than a decade ago papers and readers in the South were not fully acquainted with the problems of the North. "There was an almost total ignorance of the North," he said.

About eight years ago, Douglas Gageby, editor of the *Times*, decided the Northern area required special coverage and he opened a bureau in Belfast in 1965. When Kelly volunteered in 1969 and went there in January, 1970, he thought he might stay for a short while and wound up remaining three and one-half years. The

Irish j-students taught by ex-U.S. newsman

A former American newspaperman, now an Irish business executive, conducts weekly journalism classes for new staff members of the *Cork Examiner* and *Evening Echo*.

Pat McCarthy, formerly of the *Hartford Times*, directs classes each Wednesday for staff personnel.

McCarthy, who received a degree in journalism in the United States, now manages an area factory.

Getting reporters to cover the North has not been a problem for the Cork papers, Coughlan said. "We asked for volunteers and we had plenty, especially among the young people. They love the excitement," Coughlan said as he sat at his desk in the corner of the newsroom.

Ray Wright, a sub-editor of the *Evening Herald*, Dublin, said the paper has had several reporters and photographers covering the North. As the action increases, the paper has increased its staff there.

bureau now has two reporters. It also has its police radio, television sets and Telex.

The period right after Bloody Sunday in February, 1972, Kelly said, brought perhaps the largest concentration of newsmen to Northern Ireland. He said there was an estimated 500 news personnel, including reporters, photographers, TV crews, in the area. A number of them were American newsmen. Belfast's Europa Hotel was jammed with news people. "It was a potpourri of international newsmen," he said.

Kelly said it was an unusual type war for a reporter to cover. A newsmen would spend the day covering the action, return to his family for dinner, then slip back into the fighting area at night because he had indications something was going to happen.

For a reporter the evening assignment was even more difficult than covering the daytime action because of the constant threat of death. "Normally you couldn't go in at night because you would be shot," he said.

The action in Northern Ireland is still going to be front page news for the papers and the public until the fighting ends, Kelly believes. Covering it, he said, was a very emotional experience for a reporter.

For Kelly, who joined *The Times* in October, 1968, his departure for Dublin brought an unusual response from a *Provo* newspaper with a virulent anti-Catholic reputation. The paper wished him well in his new assignment in the South and expressed appreciation for his objective coverage.

Mr. Houghton wrote this report for *Editor & Publisher* while on a visit to Ireland.

A message to the newspaper industry

In the next year – and even in the next few months – profit-minded newspapers will install OCR and VDT-based computerized publishing systems. The number of systems alternatives in this area is growing rapidly; however, the following points may help in making this all important decision:

Hendrix has the most video terminals installed

Since 1969 Hendrix has held a widening lead in the number of units – and the dollar volume – of video terminal installations. We wouldn't have the most if we didn't do the most.

Hendrix has the largest single installations of news collection and editing systems in the world

One of the largest daily newspapers in America has an operating seventy-two terminal system; and the largest news collection and dispensing organization in the world has even more terminals and systems. These organizations have chosen Hendrix reliability and expertise in designing their news systems.

Hendrix has the lowest-cost highest-speed OCR device available today

OCR 1 was announced and demonstrated at this year's ANPA Production Conference. It is sensibly base priced at \$14,500 and it incorporates capabilities and performance levels found only in the highest priced units. Initial sales indicate that it may be the most popular OCR device ever sold.

Hendrix has the most storage and retrieval systems installed and operating

Hendrix was the first company to develop and implement news collection, storage and retrieval systems. Hendrix is presently the only company that allows you to upgrade with little or no equipment obsolescence from a basic stand-alone editing system to a complete newspaper production system.

Competitive systems in this category may start as high as \$150,000 . . . **but Hendrix can give you 80% of the savings offered by these systems for 30% of the investment.**



Hendrix Electronics, Inc.

Classified clinic

IMPROVED WANT AD SERVICE

The classified business in Memphis is good, good enough to more than double the size of the old telephone sales room. The new facility features IBM Selectric typewriters, the latest in phone room equipment developed by Bell Telephone laboratories, and a conveyor system to handle the ads.

A comparison of the first 7 months of 1973 versus 1972 shows an increase of 357 classified pages in the *Commercial Appeal* daily, 366 in the *Memphis Press-Scimitar* and 176 in the *Commercial Appeal* on Sunday. Classified ad count for the *Commercial Appeal*, daily and Sunday, for the same period is up 16% over 1972 and up 62% over 1963. Classified lineage is up 23.9% over 1972 and 84% over 1963.

The Memphis Metro Area is 42nd largest in the nation. According to Media Records, during the first 5 months of 1973, the *Commercial Appeal* daily classified advertising ranks 30th largest in the nation in the morning field ahead of such newspapers as the *Nashville Tennessean*, *Baltimore Sun*, *Milwaukee Sentinel* and *Kansas City Times*. Among evening newspapers, the *Memphis Press-Scimitar* is 24th largest in classified advertising leading such newspapers as the *Nashville Banner*, *Milwaukee Journal*, *St. Louis Post-Dispatch*, *Philadelphia Bulletin* and *Birmingham News*.

In announcing the new classified advertising telephone sales room which opened August 8, W. Frank Aycock, Jr., president and business manager of Memphis Publishing Company, publisher of the two newspapers said, "The increased use of advertising in our newspapers is ample testimony to its effectiveness. Our advertisers are getting results and success breeds success."

In the last 10 years the classified advertising telephone sales staff has increased from 19 employees to the present 39. The old phone room occupied 1,035 square feet and the new location is 2,653 square feet. The new phone room has 36 custom made desks with 32 telephone positions hooked into the Model 2A Automatic Call Distributor system (ACD). In addition, there is one ACD position in the private training room plus two supervisory (monitor) consoles in the supervisor's office. There are expansion possibilities for 11 additional phone positions, and most of these could be activated upon approximately 7 days notice.

Uninterrupted service

"We made the changeover without interrupting service to the public," said Richard E. Riggins, classified advertising director. "This move is in anticipation of an even greater volume of want ads. At the current rate we will hit one million ads this year in our classified section. Not only is this a barometer of good economic conditions in our city, but of benefit to our readers as an enlarging market place with greater variety and selection for all."

To expedite the flow of advertisements, the new phone room makes use of the ACD telephone system. As customers call the Want Ad Direct Line number, 526-8892, they are automatically switched to an open line thus providing faster service to the advertiser. Each position has a line from the main PBX for interoffice and outgoing calls. There are 4 direct-out lines shared by 8 of the ACD positions who have heavy call-back responsibilities, and this allows them to by-pass the PBX.

Eleven of the ACD positions have a



MADE DIRECTOR—Richard E. Riggins is appointed classified advertising director of Memphis Publishing Company, publisher of The *Commercial Appeal* and *Memphis Press-Scimitar*. He has been classified advertising manager since 1963. His promotion reflects the enlarged scope of his duties.

special key arrangement with direct, private, unlisted numbers wired on a rotary sequence. These 11 numbers are for heavy volume contract Ad-Visors, and the numbers are given to advertisers on a very selective basis. The 4 desks without telephone consoles are the control and copy desks and are situated near the terminal of the newly installed single channel Acme Orda-Flo Document conveyor. The conveyor runs within arm's length of each of the 36 desks for fast, efficient copy flow. To aid in the acoustics, there is a 9½ foot acoustical ceiling with the latest OSHA recommended lighting, carpeted floor, and plantronic head sets with noise suppressors. The addition of the IBM Selectric II typewriters also reduces the noise level.

B. Maurice Sparby, advertising director of Memphis Publishing Company, said, "I believe we have designed a telephone sales room as efficient, functional and attractive as any in the nation. Our primary interest is to give want ad users service to match the excellent response they get from classified advertising in the *Memphis Press-Scimitar* and the *Commercial Appeal*."

Kentucky Newspaper changes ownership

James C. Williams, publisher and owner of the *Murray (Ky.) Ledger & Times*, announced that he and his wife, Jo Clea Williams, vicepresident of the corporation, have sold the daily newspaper to a newly-formed company, *Murray Newspapers, Inc.*

Heading the new company as president and publisher will be Walter L. Apperson, who has been associated with the *Mayfield Messenger* for 12 years, the past six as editor.



New classified telephone sales room

Now Available!

Over 70 EXCLUSIVE features and tables to help you get all the answers you need for your newspaper planning and buying.

UNIQUE AND EXCLUSIVE ADI TABLES

- Circulation breakdowns within each ADI for total U. S., home county, metro area, non-metro counties, and total TV market area for daily, Sunday, weekend and all day (total TV market area).
- ADI penetration and cost tables giving cumulative penetration and cost figures for all newspapers based in the top 100 ADIs.
- Open line rates for every newspaper and newspaper group, daily and Sunday, as of 6/12/73.
- ADIs ranked by leading newspaper penetration.

UNIQUE AND EXCLUSIVE METRO ANALYSIS TABLES

- Demographic breakouts for women, men, teens and children in every metro.
- Metro area composite ranking tables reporting rankings in all important market data categories: Population, Households, Food Sales, Consumer Spendable Income, etc.

UNIQUE AND EXCLUSIVE COUNTY CIRCULATION ANALYSIS TABLES

- Demographic breakouts for women, men, teens and children for every county.

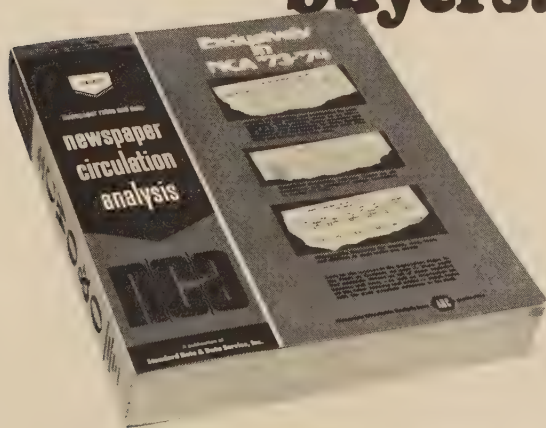
UNIQUE AND EXCLUSIVE COMPREHENSIVE SUMMARY OF U. S. NEWSPAPER RATES AND CIRCULATIONS

- U. S. Summary of Newspaper Rates and Circulation Table giving the number, circulation and rates of all daily and Sunday newspapers in the U. S. by circulation groups and population groups and states.
- 53 ranking categories to aid in the evaluation of newspapers and markets — Daily, Sunday, 20% and 50% penetration for population, households, food sales, consumer spendable income, etc.

All of these and more are in Newspaper Circulation Analysis 1973-74, to make it your most complete newspaper circulation reference source.

Use NCA 1973-74 with SRDS Newspaper Rates and Data to make your planning and buying faster, easier and more efficient.

WHERE THE ANSWERS ARE... for newspaper planners and buyers.



Newspaper Circulation Analysis 1973-74

another vital publication from

STANDARD RATE & DATA SERVICE, INC.

the national authority serving today's media-buying function

Editorial cartoonist

(Continued from page 15)

"constantly writing," the only one to send a check with a letter. Presidents ask for originals—a peek at a desk drawer solidly lined with letters tucked in envelopes—reveals "The White House" return address frequently. When General Patton was killed at Christmas time, Cy drew Santa Claus coming out the hospital door with a black arm band. Mrs. Patton not only wrote an expression of thanks but one day walked into the office to see the Cy. He was away at the time.

J. Edgar Hoover was a Hungerford cartoon fan and wrote him perhaps a dozen fan letters. During World War II Cy and a friend, George Sherman, got into the war poster business. Every week for 2 years, he painted a new one—they all stand up today as strikingly beautiful posters, painted with transparent water color stamps not available now. But Cy has a few tucked away. Their over-eager salesman was on the road boasting that Hoover and the FBI liked the posters (which they did) and one day the phone rang and a stern voice said, "Mr. Hungerford, the FBI is not in the poster business. You've got this salesman out in . . ."

"If you can create a character: wonderful. People get to look for it." Pa Pitt (shown here) is a long-established Hungerford character, useful in local affairs.

Newspaper fellows aren't the colorful

characters they once were, says this authority on the subject, but then neither are there such colorful characters in public affairs. "Now, with the exception of Pete (Pittsburgh's Mayor Flaherty), no one creates a flurry around here."

Cy had a comic strip "Snoodles" in his repertoire from 1914 to 1928. He was doing it for nothing in the *Pittsburgh Post*—just because it was fun. George Matthew Adams Service of New York took the strip on, and Cy did 6 a week until he got tired of it.

The fish and the cat

Of the Sun/Post shared city room, Cy says the two staffs despised each other. They stole scissors and typewriters from each other regularly.

The Sun's city editor had a bowl of goldfish on his desk, admiring them mightily. So, naturally the Post fellows brought in a cat. The rivalry got so bad that a screen had to be erected.

When a Pittsburgh newspaper merger took place in 1927, Hungerford joined the Post-Gazette and for many years his editorial cartoon was on page one. When publisher William Block told Cy he wanted to move the cartoon to the editorial page, Cy frankly said it was a mistake, but still "I got my start on the editorial page."

In 1937, Paul Block Jr. and Cy made a European tour stopping off for King George's coronation, and such is the Hungerford magic that he met a fellow sorting mail at the royal stables and eventually ended up going to the royal ball via

the servant's entrance. In Rome, he came by a private audience with Pope Pius XII in 1947, and found himself talking with the Pope about his wire-haired terrier Jiggs, an ornery dog who bit everybody.

Cy is a man not given to having his picture taken, but he agreed to sit for a new photo for E & P. As Post-Gazette staff photographer Morris Berman neatly manages to get a whole roll shot, Cy is warming to the task with surrounding critics. Suddenly, as Berman says "That's it," Cy shoots across the floor in his chair, picks up the phone and cries, "Hello, Hollywood? No, I can't fly out today. I'm too busy. Maybe tomorrow."

That's Cy Hungerford—Indiana-born, over 80—who enjoys the Now but fondly holds in his memory the experiences of a newspaper lifetime spent enjoying and observing the foibles of his fellowmen, himself included.

The smiles and greetings that accompany his walks, he receives gracefully. Even getting through the lobby of the Hungerford's apartment house en route to the Press Club for dinner brings a gauntlet of smiles, good-evenings, and waves from a big circle of sitters. One woman, fairly bounces up and down with excitement: "I just got back from Florida—missed your cartoons." Cy bestows a smile and keeps walking with his wife and interviewer. At the door, the lady flings her accolade, "Best thing on the editorial page!"

"Don't know if I should use that one," says interviewer. "If you do," chuckles the cartoonist, "I'll mark it in red and put it on Bill Block's desk."

Promotion

By George Wilt

HAPPY 200TH BIRTHDAY

When the *Baltimore News-American* planned on marking its 200th year, it was decided that a year-long celebration was in order.

But it saved the fireworks to the very end. Literally.

"It was a weekend to remember," said Ed Freeman, the News-American's promotion director, who is hanging up his spikes at the end of this month and heading for retirement.

"The climax, Saturday, August 18th through Monday, August 19th, started with a spectacular fireworks display presented to the public on Saturday evening," Freeman said.

Appropriately, the display was staged at the pier which berths the U.S. Frigate Constellation. The elaborate fireworks were touched off from the base of Federal Hill atop which cannon aimed at British invaders in the War of 1812.

The crescendo of celebration mounted the following night when News American management entertained employees, their spouses and dates, together with some of the newspaper's retirees, at a gala dinner dance.

This was the News-American's way of saying "thanks" for a job well done in producing the Bicentennial Edition that was published Sunday, August 19.

The edition—an all-time record—weighed in at approximately five pounds, and presented 474 pages of summations of the life and development of the Baltimore area since the first ancestor of the News American was published. It also contained a generous representation of advertising messages from business, industry, financial, and civic leaders marking the occasion. The front page carried twin messages—one on White House stationery was a congratulatory message from President Nixon. The second was Publisher Mark Collins' message "To Our Readers," a reflection of pride in the past and a reaffirmation of dedication for the future.

Birthday Party

On Monday, the Chamber of Commerce of Metropolitan Baltimore sponsored a 200th birthday party which also marked the grand opening of a new Grand Ballroom of the Baltimore Hilton. It was a "Who's Who" of Maryland and the Hearst

Corporation, in a crowd of 600 who turned out in force to fete the newspaper.

Maryland Governor Marvin Mandel and Baltimore Mayor William Donald Schaefter honored Mark F. Collins, News American publisher. A highlight of the evening was a talk by columnist Jack Anderson. He was one of a lineup of writers and luminaries including Bert Bacharach, Phyllis Battelle, Dorothy Manners, Sylvia Porter, Jim Bishop, Bob Considine, Kevin Phillips, Marianne Means, and Baroness Stackelberg. Arthur H. (Red) Motley, chairman of the board of Parade Publications, served as M.C. for the festivities.

Hearst Corporation officials in town for the three-day weekend of festivities attended the banquet. They included Randolph A. Hearst, chairman of the board; Frank Massi, president; and John R. Miller, executive vicepresident. Present were other Baltimore publishers, William F. Schmick of the *SUNpapers* and Mrs. Frances Murphy of the *Afro-American*.

Souvenir record

An additional souvenir of the Bicentennial offered by the newspaper is "Baltimore Diary 1773-1973." It is a two-record stereo album, narrated by Eddie Albert, recreating the average man's comic and tragic encounters with history as reported by the newspaper that was there. The voice of the newspaper is Joel W. Aldred. Assorted other voices, sound effects and music combine to make a fascinating picture of history that cannot be found in history books. The record, pressed by RCA, was produced by W. B. Doner & Company, the newspaper's advertising agency.

Home of the
AMERICAN FLAG KIT
FLAG HEADQUARTERS
for newspapers
immediate delivery
ATLAS FLAG CORPORATION OF AMERICA
Eldorado, Ill. 62930 • 618/273-3376
Rep: BERKLEY-SMALL, INC.
P.O. Box 6526, Mobile, Ala. 36606 • PH. 205/471-3466

Family Weekly expands into larger metro areas

The joining of the *Washington* (D.C.) *Star-News* and *Family Weekly* (E&P, August 25) is the first time the syndicated supplement has gone into a major Nielsen A" county daily headquartered in the metro market's core city.

Although the supplement has about 2,000,000 of its 10,000,000 circulation in Nielsen A" counties, previously it was restricted franchising on a selective marketing basis to papers in suburban "A" communities that are among the fastest-growing, and "B" and "C" county metro markets.

The *Star-News* is dropping its separate local rotogravure magazine called *Washington*, but *Washington*-origin pages, both advertising and editorial, will be included in *Family Weekly*. The word *Washington* will be shown in the *Family Weekly* cover type.

Rates are raised

While the enlarged *Family Weekly* concept is being worked out, the supplement will be printed at the Alco Gravure plant in Glen Burnie, Maryland. The remainder of the print-order is printed at the Utglen, Pa. plant of Diversified Printing Co., at times in the Standard Gravure plant in Louisville, on the Diversified contract, and on another contract at the Gravure West plant in Los Angeles, owned by the Denver Post Co.

Addition of the *Star-News* will bring *Family Weekly*'s national ad rate card, effective October 7, for the first time to a 10,000,000 guaranteed average, although the print-order will exceed 10,700,000. The current rate card is 9,500,000 circulation.

Two newspapers, which previously had dropped *Family Weekly*, are resuming it this month. The *Huntington* (W. Va.) *Herald-Advertiser* will start September 3, after an hiatus of 11 years. The *Monterey* (Calif.) *Peninsula Herald* will resume on September 23, after 1½ years without the supplement, with its first Sunday edition.

Burgess is named Lee's p-newspaper operations

James E. Burgess was elected vice president—newspaper operations at a recent meeting of the board of directors of Lee Enterprises, Inc., held in Davenport, Iowa.

Burgess, 37, was publisher of the *La Crosse* (Wisc.) *Tribune*. He succeeds Lloyd G. Schermer who became Lee's resident in July following the death of David K. Gottlieb.

Burgess was also named to Lee's board of directors as was Tom L. Williams, publisher of the *Davenport* (Ia.) *Times-Emocrat*. Williams, 50, was also appointed Midwest newspaper operations manager by Schermer.

The board elected Schermer treasurer of the corporation.

DITOR & PUBLISHER for September 1, 1973

Anderson identifies Freidin as other 'spy'

Seymour Freidin, head of Hearst Newspaper's London office, was named by Jack Anderson and Les Whitten as the other journalist, who was hired by President Nixon's political aide, Murray Chotiner, to feed inside information on George McGovern's campaign activities.

Freidin, a former executive foreign editor for the *New York Herald Tribune*, was identified August 28 by Anderson and Whitten in the *Washington Merry-Go-Round* column.

Anderson said Freidin was a freelance writer and not employed by Hearst while serving as a political spy. The other press spy hired by Chotiner was Lucianne Goldberg, wife of Sidney Goldberg, who is editor of *Women's News Service*. Mrs. Goldberg has admitted her role (E&P, August 25).

According to Anderson and Whitten, Freidin denies he was a spy. He said he intended to write a book similar to the one Joe McGinnis wrote in 1968, called "Selling of the President." Freidin admitted he had submitted both verbal and written reports and Attorney General Mitchell complained to Chotiner that he read the same information in the newspapers.

Zolotow series offered on Marilyn's death

An exclusively written newspaper series reconstructing what happened in the last days and nights of Marilyn Monroe's life is being offered for September 9 release by the Chicago Tribune-New York News Syndicate.

The series, "Marilyn Monroe: The Truth about Her Death," has been written by Maurice Zolotow, Marilyn's biographer and Hollywood writer. Zolotow interviewed the star's companion, Mrs. Eunice Murray; Dr. Thomas Noguchi, medical examiner who performed the autopsy; her psychiatrist, her physician, and others. The first chapter title sets the pace, "The Coroner Called It Suicide—Then the Myths Started." Eleven years later, the mystery still flourishes in print.

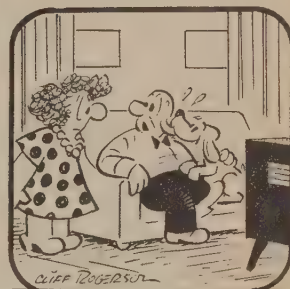
Coin columnist has written new guide

Mort Reed, who writes "Money Clips" distributed by Newspaper Enterprise Association, has written a new book aimed at the novice numismatist, "Coins, an Investor's & Collector's Guide." Henry Regnery Company is the publisher.

Reed's column, written in lay terms for the new collector and the veteran, is filed in the Canadian National Archives and is popular with federal government agencies. Reed is provided with facts, figures and photographs normally unavailable to the public by the U.S. Mint, Secret Service and Bureau of Engraving and Printing. The coin expert also does a weekly feature for *Coin World* magazine.

EVERYTHING for TV pages

TEE VEE LAFFS



"I THINK HE WANTS TO
WATCH 'NEW ZOO REVUE'!"

one column size
6 a week

TV PREVIEW

Capsule previews of the network shows.

7 a week

TV TUNE-IN

...with Dan Lewis
3 a week
...with Dick Shull
2 a week
...with James Bacon
1 a week

(Interviews and commentary)

TV ANSWER MAN

Richard K. Shull answers reader questions about any TV personality.

6 a week

TV STARS SCREEN PUZZLE

TV-topical crossword puzzle with caricature by Al Kilgore, always timed for release with a major TV event.

1 a week

Camera-ready proof or mat

FILM SOURCE BOOK

22,000 concise reviews of movies available for TV showing. A must on the TV Editor's reference shelf.

Camera-ready

UNITED FEATURE SYNDICATE

220 East 42nd Street
New York, N.Y. 10017
(212) 682-3020

Thomson merges two dailies in Massachusetts

The *Fitchburg* (Mass.) *Sentinel* and *Leominster* (Mass.) *Enterprise* will merge and publish as the *Daily Sentinel* and *Leominster Enterprise*, effective September 4, it was announced by J. Robert Pelletier, general manager and editor of the *Sentinel*.

Pelletier, who will become general manager and editor of the combined paper, said the projected circulation for new afternoon daily is 25,000. At the present time, the *Sentinel* has an evening circulation of about 22,000 with 4,700 copies sold in Leominster, a community 5 miles away. The *Leominster Enterprise's* evening circulation is 4,430.

The papers are owned by Thomson Newspapers Inc., which acquired both papers about nine years ago from Pelletier, who had purchased the *Enterprise* a year earlier. The 135-year-old *Sentinel* has published daily for 100 years and weekly prior to that. The *Enterprise* observed its 100th year of publication June 30.

Pelletier said the new paper would be printed at the *Sentinel* plant. He said the *Enterprise* plant would remain open to

handle news, circulation and advertising.

In a statement, Edward C. White, publisher of the *Enterprise*, said the merger was made necessary because the community had not responded to the improvements made in the paper despite new production equipment, and advertising support had not kept pace with increased production costs. White is joining the Thomson Corporate staff.

Datatype, AM enter marketing agreement

Datatype Corporation of Miami has announced receipt of written product approval notice from Addressograph Multigraph's Varityper Division for optical page readers to be used in typesetting systems. Datatype's Optical Page Reader had been put through a series of thorough tests and evaluations by AM and has passed these tests.

In the next stage of the relationship between the two companies, known as the introductory period, AM will market the OCR product. During this period, AM expects to place orders amounting to a minimum of \$656,000.

After a minimum of four months but before eight months are completed, AM will end the introductory period by deciding either to proceed with the balance of the program or to terminate the arrangement and not market Datatype products further.

The balance of the program anticipates a period of four years with yearly options to renew. AM's marketing effort will be directed to the field of graphic arts, printing and publishing.

Gannett dividend is raised 44%

A 9¢ per share common stock dividend was voted August 28 by directors of Gannett Co. Inc. The previous quarterly dividends had been 6¼¢ per share. The increase is the third since Gannett went public in 1967.

The relatively high percentage increase had been adopted, company officials said, because possible increases in the past had been held back by the payout rules of the Federal Government's committee on interest and dividends under Phase II and III. These rules were changed recently to permit higher payouts.

Booth declares

The board of directors of Booth Newspapers, Inc. declared the regular quarterly dividend of 20¢ per common share payable October 1, 1973, to shareholders of record September 21, 1973.

Ridder dividend

The directors of Ridder Publications, Inc. have declared a regular quarterly dividend of 8 cents per share on common stock and \$2.00 per share on preferred stock.

Past Week's Range of Stock Prices

NEWSPAPERS		8/22	8/29
Affiliated Publications (OTC)		81 1/2	86 1/4
American Financial Corp. (OTC)		11 1/4	11 1/4
Booth Newspapers (OTC)		20 3/4	19 1/4
Capital Cities Com. (NYSE)		46 1/8	46 1/8
Com Corp. (OTC)		3	3
Cowles Comm (NYSE)		6 3/4	6 1/2
Dow Jones (OTC)		30	29 1/4
Downe Comm (OTC)		34	11 1/2
Gannett (NYSE)		34	35 1/2
Harte Hanks (NYSE)		10 3/4	10 3/4
Jefferson-Pilot (NYSE)		31 1/2	33 1/2
Knight (NYSE)		37	35 1/8
Lee Enterprises (AMEX)		13	12 1/2
Media General (AMEX)		35 3/4	34 3/4
Multimedia (OTC)		20	20
New York Times (AMEX)		12 1/2	11 1/2
Panax (OTC)		4 1/2	3 3/4
Post Corp. (WISC.) (OTC)		10 3/4	10 1/2
Quebecor (AMEX)		15 1/4	14 1/2
Ridder Publications (NYSE)		16 1/8	16 1/8
Southam Press (NYSE)		31	29 1/4
Spindel (OTC)		11 1/2	11 1/2
Thompson Newspapers (CE)		13 1/4	13 1/4
Time Inc. (NYSE)		30 7/8	30 3/4
Times Mirror (NYSE)		18	18
Toronto Star (CE)		23 3/4	23 3/4
Washington Post (AMEX)		20 1/8	20

SUPPLIERS		12	12
Abitibi (CE)		12 1/4	12 3/4
Addressograph Mult. (NYSE)		1	1
Alden Electronics (OTC)		3 1/8	3 1/8
Altair (OTC)		1	1
Anglo-Canadian (CE)		14 1/8	14 1/4
Ball Corp. (OTC)		10 3/8	10 3/8
B. C. Forest (CE)		18 1/8	18 1/8
Berkley Photo (NYSE)		11 1/8	11 1/8
Belle Cascade (NYSE)		12	13 1/4
Compugraphic (AMEX)		21 1/4	22
Compuscan (OTC)		9 1/4	8 1/4
Crown Zellerbach (NYSE)		28 3/4	31 1/4
Cutler-Hammer (NYSE)		30 3/4	29 1/8
Dacyo (NYSE)		16	16 1/8
Digital Equipment (NYSE)		88 3/4	89 1/4
Domtar (AMEX)		21 1/2	21 1/2
Dow Chemical (NYSE)		54	54
Dymo (NYSE)		16	18
ECRM (OTC)		9 1/2	8 3/4
Eastman Kodak (NYSE)		132 1/4	134 1/4
Ehrenreich Photo (AMEX)		9	11 1/8
Eltra (NYSE)		29 1/4	28 1/2
General Electric (NYSE)		59 1/4	58
Georgia Pacific (NYSE)		35 1/2	37
Grace, W. R. (NYSE)		21 1/2	22 1/4
Great Lakes Paper (CE)		23 1/2	24
Great No. Nekoosa (NYSE)		46 1/2	47 1/8
Harris Intertype (NYSE)		29 1/2	26 3/4
Immont (NYSE)		7	7 1/8
International Paper (NYSE)		40 3/8	44
Itek Corp. (NYSE)		28	30 3/4
Kimberly Clark (NYSE)		38 3/4	40 1/8
LogElectronics (OTC)		43 1/4	—
MacMillan, Bloedel (CE)		32 1/4	32
Milgo Electronics (AMEX)		16 1/2	17 1/2
Millmaster Onyx (AMEX)		7 1/4	7 1/2
Minnesota Min. & Mfg. (NYSE)		82 1/8	84 1/8
Photon (OTC)		—	—
Richardson (NYSE)		11 1/2	11 1/4
Rockwell Intl. (NYSE)		27 1/2	27 1/2
Singer (NYSE)		48 1/4	49 3/4
Southland Paper (OTC)		14 1/2	14 1/2
Westhouse Forest Ind. (NYSE)		8 1/4	8 1/4
Sun Chemical (NYSE)		18 1/8	19 1/4
Wheelabrator-Frye (NYSE)		14 1/4	13 3/4
White Consolidated (NYSE)		12 1/8	12 3/4
Wood Industries (AMEX)		8 1/2	9 1/8

ADVERTISING AGENCIES		5 3/4	5 3/4
Doremus (OTC)		12 1/4	12 1/4
Doyle, Dane, Bernbach (OTC)		10 1/4	10 1/4
Footie, Cone, Balding (NYSE)		10	10
Frank, Clinton E. (OTC)		9	9
Gray Advertising (OTC)		14 1/2	14 1/2
Interpublic Group (NYSE)		9 1/2	9
Needham, Harper & Steers (OTC)		18 1/2	19
Ogilvy, Mather (OTC)		27 1/2	27 1/2
PKL Co. (OTC)		13 1/4	13 1/4
J. W. Thompson (NYSE)		4 3/4	4 3/4
Tracy-Locke (OTC)		12	11 1/2
Wells Rich Greene (NYSE)		—	—

Pittsburgh Press buys eight-unit Colormatic

Wood-Hoe has been awarded a contract to build a new eight-unit Colormatic newspaper press for the *Pittsburgh* (Pa.) *Press*. The press will be equipped with fully automatic reels, three color cylinders and a 3:2 ratio folder.



ORDER YOUR OWN SUBSCRIPTION TODAY. JUST MAIL THIS COUPON.

Editor & Publisher

850 Third Avenue, New York, N. Y. 10022

Gentlemen: Please start my subscription now, addressed to:

Name

Address

City

State Zip

Company

Nature of Business

☐ My remittance is enclosed.

\$10 a year, U. S. and Canada; all other countries \$25 a year.

Cops air gripes, seek answers at police-press seminar

By Mark Mehler

As the police and press enter the age of computerization, in many respects relations between the two remain in the dark ages.

The fact was in evidence at the Police-Press Seminar last week in Washington, sponsored by the International Association of Chiefs of Police. Fifty policemen (and women) and civilian public information officers from all parts of the country participated as students. There were no students from the media. Four instructors from radio and press represented the media and tried to respond to police frustration.

"I'd like to get some reporters from my city," said one PIO. "Then I wouldn't feel like I was talking to the wall."

Gordon Sharp, criminal justice editor of the *Daily Home News* (New Brunswick, NJ), James Keogh, former newsman and instructor in police-press relations, *Wilmington News-Journal*, executive editor John Craig, and Ed Tobias, a Washington radio newsman, gave the media viewpoint, and fielded the deluge of questions.

Questions pointed to frustration over lack of sensitivity in headlines and pictures, erroneous editorials, "visiting firemen" from other areas, and reporters who "create news" instead of reporting it, among others. Some of the questions showed a lack of understanding on the part of the police of the internal workings of a newspaper.

"A newspaper is a lot like a police department," explained Sharp, "with the same kind of division of labor. It's a hierarchy, and in a hierarchy, a general doesn't talk to a private." Sharp explained the process by which headlines are written. "A reporter rarely writes his own headline," he said, "so it usually depends on the sensitivity of the copy reader. And he's a guy who sits there with a pile of paper in front of him. He's not involved with the story. Sometimes he's got a deadline so, he doesn't always read the whole story. It's the nature of the business."

Nixon controversy discussed

Anthony Buonagura, deputy information officer of the New Orleans Police Department talked about recent controversy in his city regarding President Nixon's visit. "Our superintendent gave a press conference in which he said there was an on-going investigation into a series of incidents involving the President's visit. He never mentioned a conspiracy or whether militants were involved. We figured that's it. Then we get deluged by reporters saying 'I've got a editor on my back and I've got to come up with something.' These guys created news, they didn't report it. Maybe the answer is more job security." He was facetious.

Other PIO's criticized front-page headlines that read "Ex-Cop indicted" or "Cop sought in double murder." Then, if a po-

lice officer is cleared, the item appears back on page 20, they said. Keogh insisted this was paying police a compliment. "It is proper that it be that way. By making it such a prominent item, the press is saying that it is a deviation from the norm . . . that most policemen are honest. Plus the fact that a policeman thief is much worse than a citizen thief."

Newsmen who insist on crossing skirmish lines are another source of irritation. "If a newsman wants to get himself killed, there's nothing you can do about it," said Keogh. "Aren't newsmen also citizens," argued police. "Yes, but it's not the same situation." "That's fine, but what if they interfere with police work?" Finally, a compromise; a press line and skirmish line, beyond which reporters cannot go.

Police wondered who sets the newsmen's code of ethics. "There is no code of ethics," replied Sharp. "Isn't press a profession. Why should we be under such strict regulations and not you. Who polices the press?" Answer: "Its readers. If the press loses its credibility, it loses readers, and then its advertisers." The police are told of the movement toward press councils in this country, national and local.

Police lamented the hesitation of newsmen to turn over evidence or to testify in criminal cases. Jack Warner of the U.S. Secret Service said his office had formerly requested newsmen to testify voluntarily. "Most lawyers for newsmen now request subpoenas," he said sadly.

The issue of journalistic taste was raised. Percy Powell, Charlotte, North Carolina PIO told of barring photographers from the scene of a light plane crash in which only traces of bodies remained. "We felt it would be offensive to the families of the people."

Sharp said he believed the police acted incorrectly. "You can't set yourselves up as guardians of the public conscience. Admittedly taking pictures of victims in certain accidents is in bad taste, and if there is any way to show impact without showing victims, we do. In this case, the newspaper would probably not have used the shots anyway."

Finally, the problem of what to do when faced with a hostile paper. "We have one paper in town that constantly burns us," said one disgruntled PIO. "After awhile we just stop cooperating with them." "The strongest tendency in the world is to do this," said Glen King, director of the IACP's Information Service Division. "But by doing it, you place yourself in the absolutely indefensible position of being patently unfair. You cannot afford this luxury." King said there were obviously some papers "pro" and "anti" police, but that no situation is irreversible. "In the case where an editor has been busted for drunken driving and has his own personal vendetta, 'the only loser there is the paper itself,'" according to King.

Nevertheless, despite these conflicts, the police seemed eager to correct the situation, most conceded that the reporters in their cities were, if anything, not diligent enough. Washington police reported success with a new Metromedia council, consisting of press, police, and members of the criminal justice and corrections departments, who meet regularly to work out problems.

However, the key solution to many of the issues exacerbating police press relations was the formation of guidelines in each department. Toward this end, students were presented with the new guidelines of the Metropolitan Police in Washington, as well as federal and other local manuals.

Need guidelines

"I'm here to get some guidance," admitted Don Passiatore of the Las Vegas Police Department. "I'd like to get a set of guidelines I can take back to the chief."

"No question about it," said King. "A city police department needs firm policies and procedures for cooperating with the press and releasing information."

King spoke from experience. As deputy chief of the Dallas Police Department, he got his "baptism of fire" with the Kennedy assassination. "We ran a completely open department," he reminisced, "so we just didn't distinguish between the run-of-the-mill and once-in-century." King said there was never any consideration given to excluding media from the moving of Oswald. "It could have been prevented by excluding newsmen as well as the public. Or we could have permitted one representative of the electronic and one member of the press. Unfortunately, they don't give points for hindsight."

Police also criticized the handling of the release of information on the mass murders in Houston. "When I was down there," said one of the participants, "there was no PIO. The press was free to wander anywhere in the station, where they could pick up things, like confessions." Most of the police felt the publicity would make a fair trial impossible (E&P August 18).

Frank Hayward, information officer with the New Orleans Police Department, said his department was withholding names of police involved in fatal shootings, in order to protect them and their families. "The local papers are taking us to task on it," he said.

Police also debated procedures for dispensing press credentials and for bringing press along on major drug and gambling raids.

Although the Washington guidelines, drawn up by Police Chief Jerry Wilson and Captain Arthur DiGenaro, do not clear up all these issues; the consensus was that it was a beginning.

The guidelines specify, among other items, that members of the department shall not prevent "cameramen with Police News Media passes from photographing persons or scenes, except when access may be restricted to avoid jeopardizing an investigation." Nor can police "either assist or discourage news media in photograph-

(Continued on page 26)

Police-press

(Continued from page 25)

ing accused persons in custody of the department." Police have no authority to invite media into private premises without consent of the person in charge of the premises. "It is not the policy of the department to permit interviews of persons in custody, but in any event, no interview will be authorized without written consent of the person, after such person has been advised of right to counsel and right to refuse."

Urged to be courteous

Members of the force are urged to be courteous and diplomatic and are authorized to release the following information:

- Names of individuals involved in incident requiring a police report (if the name will appear in records open to public inspection), provided the media are reminded that it is normal practice not to publish names and addresses of female victims of sex crimes, juvenile defendants, witnesses, or deceased persons before next of kin is notified;

- Information on persons involved such as name, age, residence, occupation, and family status;

- Circumstances surrounding the incident, such as time and place, possession and use of weapons, resistance, pursuit, identity of arresting officers, length of investigation, and general description of items seized;

- Additional information which may assist in an investigation such as lookouts for persons or vehicles (race of suspect could be released in this category);

Information not to be released includes information jeopardizing investigation, identity of suspects prior to arrest or results of any investigative procedures except to extent needed to aid in investigation assist in apprehension of suspect, or warn public of dangers; opinions on guilt or innocence of accused or merits of the case; arrest records, or statements on character or reputation of accused persons; existence or contents of confessions, or failure or refusal of accused to make any statement; performance of any examinations or refusal or failure of accused to submit to them; and identity, testimony, or credibility, of any prospective witness.

Other information not for release includes possibility of plea of guilty to offense charged or lesser offense, construction or content of any explosive device; photographs of crime scenes, persons charged with criminal offenses, victims, juveniles, and plainclothesmen in sensitive positions or who may be assigned to such positions; and information furnished to promote publicity for themselves.

Arrest books, general complaint files, and reports of stolen, missing or lost property shall be open for public inspection when not in use. Reports concerned with on-going investigations are not for release. Personnel files are not open to routine public inspection, nor may addresses or telephone numbers of members of the force be released without consent of the member.

The guidelines further enumerate duties of the community relations director, commanding officers, and individual members of the force. Aside from constraints necessary to avoid prejudicial pre-trial publicity, or interference with on-going investigations, the individual members of the force are urged to be open and cooperative with the media.

These guidelines, closely parallel federal guidelines worked out by the Department of Justice and approved by former Attorney General John Mitchell.

"Your responsibility as PIO's is to help recommend policy guidelines, as well as exercising control over information out of the department," said King. "The best way to do it is to encourage friendship at every level in the department, and at every level in the media. The reporters and copy editors, and the publisher. But remember, that you are not a reporter... you are a pr man."

Printers and guild members strike paper

Chicago Local 16 was preparing a proposal to present to management in connection with the strike of the *Hammond* (Ind.) *Times* while more than half of the newspaper's Newspaper Guild members continued to handle copy. About 13 members of the Guild meantime walked the picket line August 28 ordered by the typographers' union.

As the Times continued to print, typographical union officials met with Federal Mediation and Conciliation Service Commissioner Sam P. Mazza. Upshot of the meeting on August 27 was the initiation of a proposal sanctioning printers' work on reproduction copy (Bogus) and wire tapes.

IMPORTANT NOTICE

New Classified Advertising rates now effective:

"POSITIONS WANTED"

(Payable with order)

4-weeks\$1.15 per line, per issue
3-weeks\$1.25 per line, per issue
2-weeks\$1.35 per line, per issue
1-week\$1.45 per line

Count 5 average words per line
or 38 characters and/or spaces
3 lines minimum (no abbreviations)

Add 50c per insertion for box service and count as an additional line in your copy.

Air-mail service on box numbers also available at \$1.00 extra

"ALL OTHER CLASSIFICATIONS"

(Remittance should accompany classified copy when submitted unless credit has been established.)

4-weeks\$1.70 per line, per issue
3-weeks\$1.80 per line, per issue
2-weeks\$1.90 per line, per issue
1-week\$2.00 per line

Count 5 average words per line
or 38 characters and/or spaces
3 lines minimum (no abbreviations)

Add 50c per insertion for box service and count as an additional line in your copy.

Air-mail service on box numbers also available at \$1.00 extra.

DISPLAY—CLASSIFIED

The use of borders, boldface type, cuts or other decorations, changes your classified ad to display. The rate for display-classified is \$3.60 per agate line—\$50.40 per column inch minimum space.

Editor & Publisher

850 Third Ave., N.Y., N.Y. 10022

(212) 752-7050

CLASSIFIED ADVERTISING

Order Blank

Name _____

Address _____

City _____ State _____ Zip Code _____

Classification _____

Copy _____

☐ Assign a box number and mail my replies daily

To Run:

Weeks

Till Forbidden

Please indicate exact classification in which ad is to appear.

Mail to: EDITOR & PUBLISHER • 850 Third Ave. • New York, N.Y. 10022

Classified Advertising

**BENEFIT FROM OUR VAST
NEWSPAPER AUDIENCE**

FEATURES AVAILABLE

ANTIQUES



Antiques in America

"Antiques in America" is written by Harry Baker, a newspaperman who grew up in the furniture design business, is himself a collector and antiques expert. It is specific, illustrated, practical. His column is respected by professionals but profitable to amateurs and is written with real Yankee humor and literary economy. The Washington Post and the Baltimore Sun are two of the subscribers. For samples and prices write The Providence Journal, Room 416, Providence, R.I. 02902.

BOOK REVIEWS

NEW BOOKS GALORE EVERY YEAR! Weekly "BookViews" tells your readers about hardcover and paperbacks they want to read. Not just "best-sellers." Write Interlude Productions, Box 157, Maplewood, N.J. 07040.

ANNOUNCEMENTS

BOOKS AVAILABLE

ADVERTISING? Self-study by 175-page book, 3 instruction guides, cassette tape for \$49. (or send 25¢ for info) AAI-EP, 655 Teresita, San Francisco, Calif. 94127.

BUSINESS OPPORTUNITIES

GOOD CLIMATE, growing commerce and recreation means Zone 5 dealership growth potential I cannot handle. Need promotion minded circulator who wants self employment. \$65,000 cash will split. Box 1426, Editor & Publisher.

EXCEPTIONAL OPPORTUNITY for a totally new patent pending product used exclusively in the newspaper industry. Trade name is registered. Price includes machine for manufacturing special parts and complete inventory. Unlimited potential for only \$50,000 complete. Box 1443, Editor & Publisher.

NEWSPAPER APPRAISERS

APPRAISALS FOR ESTATE, TAX, partnership, loan and insurance purposes. Sensible fees. Brochure. M. R. Krehbiel, Box 88, Norton, Kans. 67654.

DOGS & PETS

OVER 28,000,000 DOG OWNERS, 2 billion dollar annual market. Established Dog Column, now in 81 newspapers, will increase circulation, hypo reader interest, sell ads, promote good will. Samples. Kanine Korner, 1154 North Western Ave., Hollywood, Calif. 90029.

GENERAL

CONTEMPORARY FEATURES

Today's features for today's people: Contemporary Newsfeature of the Week, Changing Woman, Stock Pot, Future Tense. The now subjects in now style. For samples, write Contemporary Features, Box 404, Chappaqua, N.Y. 10514. Today!

PARENT TIPS

PAUL'S PARENT TIPS—Lively answers to questions all kids (and adults) pose. 20 years experience. Samples. P. Burns, 436 Morse, Dayton, Ohio 45420.

TRAVEL

YOUR WEEKLY TRAVEL and recreation page or supplement. No work for you, only profit. Travel Rates & Places, Box 246, Woodside, N.Y. 11377.

WEEKLY FEATURES

EDITORIAL CARTOONS and comment, church directory illustrations, horoscope, movie reviews, crossword puzzle, humorous cartoons, other quality features for the weekly editor (off-set only). Prices for all (11) features start at \$6.50, based upon circulation.

MARK-MORGAN SYNDICATED FEATURES

P.O. Box 995, Newman, Ga. 30263.
Ph.: (404) 253-5355

ANNOUNCEMENTS

BOOK BINDING

HARD COVER BINDING

Books of all sizes

Short runs 100 to 5,000 books beautifully bound with gold or other title lettering. Durable, professionally bound books. Printing also available if needed. Fast delivery. Write or call with specific information to get prices.

Paragon Binding Corp.

P. O. Box 68
Spring Grove, Illinois 60081
(815) 675-2383

ANNOUNCEMENTS

NEWSPAPER BROKERS

MEL HODELL, Newspaper Broker
1388 N. Euclid, Upland, Calif. 91786
Daily Sales, Appraisals: (714) 982-0424

SYD S. GOULD ASSOCIATES
"the broker with instant buyers"
SALIS, SERVICES, MANAGEMENT
134 S. Panama St., P.O. Box 7267
Montgomery, Ala. (205) 262-2411

JOSEPH A. SNYDER, BROKER
Western, Mid-Western Newspapers
2334 E. Romeya, Anaheim, Cal. 92806

Negotiations for sales, purchasing, appraising of newspapers or business.

CLARENCE W. TABB & ASSO.,
6614 Rutgers Street
Houston, Texas 77005
Ph (713) 664-9414

HOWARD W. PALMER, BROKER
Eastern Weekly Newspapers
Rt. 2, Box 314, Signal Mtn., Tenn. 37377

The DIAL Agency, 1502 Nazareth, Kalamazoo, Mich. 49001, Ph: 349-7422.
"America's No. 1 Newspaper Broker."

ALAN G. LEWIS
Media Broker

On file — over 300 active qualified buyers for your daily, top weekly or shopper. Ridge Road, Hardwick, Mass. 01037. Phone (413) 477-6009.

IT'S NOT THE DOWN PAYMENT that buys the newspaper—it's the personality and ability of the buyer. This is why we insist on personal contact selling.

LEN FEIGNER UYENHART
Box 189, Mount Pleasant, Mich. 48858

BILL MATTHEW COMPANY
Conducts professional, confidential negotiations for sale and purchase of highest quality daily and weekly newspapers in the country. Before you consider sale or purchase of a property, you should call (813) 446-0871 daytime; (813) 733-8053 nights; or write Box 3364 Clearwater Beach, Florida 33515. No obligation, of course.

CONFIDENTIAL NEGOTIATIONS
for purchase and sale of
Daily **NEWSPAPERS** Weekly
W. B. GRIMES & CO.
National Press Building
Washington, D.C. 20004
(202) National 8-1133

ROBERT N. BOLITHO
Newspaper sales, appraisal, consulting. Now located convenient to Kansas City International Airport. Krehbiel-Bolitho Newspaper Service. New address: 10000 West 75th Street, Shawnee Mission, Kans. 66204. Office: (913) 236-5280; Res: (913) 381-6815.

NEWSPAPERS FOR SALE

AREA 3 offset weekly group. Gross over \$400,000. Profitable. Dynamic area, unlimited potential. Want publicly traded stock for part or all. Box 1394, Editor & Publisher.

OFFSET WEEKLY established 1908 in Area 3. County seat, circulation over 4M. Ideal for husband-wife aggressive team. Good businessman could double current \$65M gross in a year. Computer typesetting, own camera and press. Publisher moving back to metro area. Award-winning paper. Box 1255, Editor & Publisher.

COLORADO MOUNTAIN WEEKLY, excellent area, good growth potential, 60M with 15M duopoly. Call (303) 279-6345, Bill King Associates, 2025 Foothills Rd., Golden, Colo. 80401.

ZONE 4—Weekly duo \$700M plus gross, \$150M net, excellent offset plant, high growth locale, financial references first letter. Box 1053, Editor & Publisher.

ANNOUNCEMENTS

NEWSPAPERS FOR SALE

ENTERTAINMENT, ART WEEKLY in Zone 2 capital area; potential; needs ad man; possible for team; wonderful terms. Box 1422, Editor & Publisher.

AREA 1—Weekly with gross of \$400,000 — sales volume growth at 15% per annum. Price includes land, offset and letterpress equipment, building. Will sell business alone. Priced at \$325,000 with land and buildings. Box 1345, Editor & Publisher.

NEWSPAPERS WANTED

NEWSPAPERMAN, 12 years experience, desires large weekly/small daily. Box 1283, Editor & Publisher.

LET US HELP YOU get top price for your newspaper. Newspaper Service Co., P.O. Dr. 14243, Panama City, Fla.

WE HAVE QUALIFIED BUYERS for dailies and large weeklies. Information strictly confidential.

DIXIE NEWSPAPERS, INC.
P.O. Box 400, Gadsden, Ala. 35902
Ph. (205) 546-3356

EXPERIENCED NEWSMAN seeks small or medium established weekly, all or active interest. Will consider co-op or lease with option. Serious, qualified buyer. Box 1359, Editor & Publisher.

MACHINERY & SUPPLIES

COMPOSING ROOM

COMPUGRAPHIC 4961TL, 2 1/2 years old, 17 font strips, complete parts kit and new reader. Guaranteed for 30 days. \$6500 or best offer. Call Bob or Carroll toll free: (800) 621-8208.

AS IS, WHERE IS, hot metal equipment for sale:

INTERTYPES
C-3 #12865, 4 Mold Disc;
C-3-2 #18122, Saw, Quadder;
F-2 #19937, Mixer;
C-4-4 #25,207, Saw, Quadder;
C-2 #26,508 and 32,916 Fairchild TTS Units;
Monarch #35,508 Intertypesetter.
OTHER EQUIPMENT: Elrod #F433E; Morrison Stripper; Hammond G-4 and 24B Glider; Saws; Carlson; Plate Finisher; Vandercook Full Page Proof Press; Sta-Hi Form Lift; Nolan Pig Furnace; Fairchild Scan-O-Sizer and Scan-O-Graver; Sta-Hi Mat Scorchers; Goss Tubular Router; Goss Tubular Boring Machine.

Write or Phone:
John P. McDermott
The Post-Register
Box 1800
Idaho Falls, Idaho 83401
(208) 522-1800

CAN'T GO OFFSET? Letterpress better with JmDurAluminum Base. 3444 Country Club Dr., Medina, Ohio 44256.

Compugraphic 4961	\$5000
Compugraphic 4961TL	\$7300
Compugraphic 2961TL	\$6200
Compugraphic 7200	\$2700

OFFSET NEWSPAPER EQUIPMENT
P.O. Box 226 Norcross, Ga. 30071
(404) 448-6550

COMPUFERT KEYBOARD, compatible with Compugraphic tape or Direct (audio) input. Perfect condition, \$600. Ph: (203) 334-7312, Bridgeport, Conn.

GOOD BUYS—offset composition equipment (trade-ins for Compugraphics) from clean plants and proud owners: Justowriters, used Compugraphics, Fototype Compositors, Headliners, Fairchild PTS 2020, Photon 713-5, Linofilm Quick, ATF, Varitypers, etc. National Publishers' Supply Corp., Berlin, Wis. 54923 or 18 W. 22nd, NYC 10010.

MACHINERY & SUPPLIES

COMPOSING ROOM

JUSTWRITERS — COMPUGRAPHIC
All models. Service provided by manufacturer. FHN Business Products, Church Rd., Mt. Laurel, N. J. 08057. (609) 235-7614.

ALL MODELS

Linotypes—Intertypes—Ludlows
PRINTGRAPH REPRESENTATIVES
136 Church St., N.Y.C. (212) 964-1370.

ENGRAVING

FAIRCHILD SCAN-A-SIZER. Enlarges and reduces, duo screens 85 and 65, tip-top condition, best offer \$2,300. Review Corp., Darien, Conn. 06820. Phone (203) 655-1474.

LETTERFLEX I Platemaking System. All of the latest refinements. Excellently cared for. In perfect shape. Available November 1, 1973. For more information, write J. A. Bradley, York Daily Record, 31 East King St., York, Pa. 17405.

FAIRCHILD JOURNALIST Scan-A-Graver, excellent condition, practically new, \$2,000. Contact Tim Jones, Johnson City (Tenn.) Press-Chronicle, (615) 928-2141 or write P.O. Box 240, Johnson City, Tenn. 37601.

MAILROOM

FOR SALE: Cheshire model C automatic addressing machine. \$4500 FOB El Dorado (Kans.) Times.

MATERIAL FOR SALE

SAVE MONEY on old type paper and litho films. National Publishers' Supply (NAPSOC), Berlin, Wis. 54923, phone (414) 361-0660, or 13 W. 22nd, NYC, 10010, phone (212) 691-9850.

NEWSPRINT

ROLLS ALL SIZES—BEHRENS Pulp & Paper Corp., 1896 Westwood Blvd., Los Angeles, Cal. 90025. (213) 474-6525.

PERFORATOR TAPE

NOW PRICE-FREE perf tapes at our same prices—lowest in U.S.A. All colors. Top quality.

Call or write:

PORTAGE (216) 929-4455
Box 5500, Akron, Ohio 44313

A BETTER WAY TO PEDDLE YOUR PAPERS: E&P Classifieds!

This ad (4 lines long when it originally appeared), ran 1 time, brought 37 prospective buyers, and, under the new rate schedule, would come to a total cost of \$8.50. Think of the profit!

AREA 5 SMALL DAILY—Absentee owner, offset, ideal man/wife or news/ad team. Low down payment, terms if qualified. Box XXX, Editor & Publisher.

Editor & Publisher
Classified Ads are as effective in the newspaper community as your newspaper's classifieds are in your community.

MACHINERY & SUPPLIES

PRESSES & MACHINERY

ROYAL ZENITH WEBMATIC, 2 unit with sheeter and folder. Rebuilt within last 3 years; slightly used since. Best offer. Marie Green, 101 Diana Ave., Syracuse, N.Y. 13210. (315) 478-2087.

6 unit **COTTRELL V-15A**, 7 months old, complete Save \$50,000
2 unit **NEWS KING**, excellent condition \$23,500
NEWS KING units for add-on, reconditioned, rollstand \$10,000
3 unit **VANGUARD** \$20,000
OFFSET NEWSPAPER EQUIPMENT
P.O. Box 226 Norcross, Ga. 30071 (404) 448-6550

COLOR KING, 2 units, 2 roll stands, quarter folder, counterstacker, electric roll hoist, ink agitators, can see running, about 1964. \$32,500. E. H. Richey Co., 1417 Georgia St., Los Angeles, Calif. 90015. (213) 748-5954.

WEB PRESS TRADE-INS

Color King—1965
II Unit Press complete—\$34,000
III Unit Press complete—\$49,000
IV Unit Press complete—\$64,000
V Unit Press complete—\$79,000

II Unit Pacer 36—New in 1969—Rebuilt by Web Press Corporation, complete with heavy duty half-quarter double parallel commercial folder, 40hp DC drive—\$42,000.

II Unit Thatcher—Rebuilt 18 months ago by Web Press Corporation, including new helical gears, complete—\$30,000.

Rebuilt Color King units and roll stand—\$15,000.

Econ-O-Web perfecter press, one to eight units, available for immediate installation. We will take your trade. Send for our complete new and used equipment list, and the dealer nearest you.

WEB PRESS CORPORATION

200 S.W. Michigan Street
Seattle, Washington 98106
(206) 762-6770

VANDERCOOK SP20 PROOF PRESS—New in 1968, original cost of over \$3200. Bed size 20" x 34 1/2". Maximum sheet of 19 1/2" x 28". Maximum form of 19" x 26". Includes positive lock-up bar and 25" Rotary proof dryer. Asking \$1000. Call Ray Cash, North Penn Reporter, Lansdale, Pa. (215) 855-8440.

4 UNIT GOSS SUBURBAN offset press with 4-position roll stand, 1/2 and 3/4 page folder, 20hp Fincor drive. Available November. Offered completely reconditioned, delivered and installed and guaranteed.

INLAND NEWSPAPER

MACHINERY CORP.
1720 Cherry St. Kansas City, Mo. 64108
(816) 221-9060

GOSS UNIVERSAL PRESS UNITS, roll stands, former, etc. Giveaway prices. Bill Schoepke, Paddock Publications, P.O. Box 280, Arlington Heights, Ill. 60006.

GOSS URBANITE, 6 units, excellent condition.
GOSS 4 unit Community.
GOSS 4 unit Urbanite.
COTTRELL V-15A, 5 units, new 1968, with folder.
COTTRELL 4 or 5 unit V-15, excellent condition.
COTTRELL VANGUARD, 2 1/2 x 31, 2, 3 or 4 unit presses.
NEWSKING 4 unit, 5 years old.
COLOR KING 3 unit, new 1968.

IPEC, Inc.

401 N. Leavitt Street,
Chicago, Illinois 60612
Phone: (312) 788-1200

COLE MODEL 101 quarter folder and two knife trimmer with vacuum system for Goss Suburban. Like new, half price. FOLDER, 909 E. 59th St., Los Angeles, (213) 235-3131.

COMPLETE HOT METAL equipment for sale, including 2 16-page Goss tubular presses. All in excellent shape. May be seen in operation. Contact Charles Watson, Hays Daily News, Hays, Kans. 67601. (913) 628-1081.

MACHINERY & SUPPLIES

PRESSES & MACHINERY

TWO (2) GENERAL ELECTRIC 150hp direct current motors. 230 volts, speed 400 to 1200, amperes 535, Shunt Stab wound, form AA, constant torque, type CD 187, Motors from dismantled Hoe press. Make an offer. W. Paul Harris, Clearwater Sun, Clearwater, Fla. 33517. FH: (813) 447-6431.

4 UNIT **DAILY KING OFFSET** press, Serial No. 1175 (New in February, 1972). 1/2 and 3/4 page heavy duty 6-web folder, 40hp drive, 10hp compressor, electric hoist, Baldwin water leveler and plate bender. Count-O-Veyor optional. Excellent condition. Also offering like-new Models 2951TL and 4961TL Compugraphics, 2 "Star" Autopex, Brown Mercury platemaker, nuArc RUB 40 plate finishing table, Durst enlarger (Model A-600) and miscellaneous. Available now! Contact

INLAND NEWSPAPER

MACHINERY CORP.
1720 Cherry St. Kansas City, Mo. 64108
(816) 221-9060

31x44 **CONSOLIDATED (DIAMOND)** stream fed offset press, also 35x45 Joger, 31x44 folder (hand fed) all in good condition. Buy in package or separate. McKenzie Banner, Box 100, McKenzie, Tenn. 38201. Ph: (901) 352-2043.

WANTED TO BUY

WEST COAST NEWSPAPER requires additional newsprint. White 30 or 32 pound—size 29", 43 1/2", 58", 40" or less diameter. Minimum 55 ton car lots. Can use 2000 tons. Address reply Box 1817, Editor & Publisher.

NEWSPRINT

When you convert you'll likely have several useless rolls of newsprint on your hands. We'll buy them if they meet these requirements: 35, 52 1/2 or 70-inch web width, 30-inch diameter. Falmouth (Mass.) Enterprise, Call (617) 548-4700. Ask for Mr. Hough.

NEWSPAPER SERVICES

CIRCULATION CONSULTANT

ESTABLISHED REPUTATION. Well-experienced on M-E-S papers, large and small dailies, all phases of circulation. Methods and procedures that get best results with increased sales and revenue. Will organize and train staff, set up budget and cost control, handle labor relations. Many years experience in competitive metropolitan areas. Box 1375, Editor & Publisher.

PRESS ENGINEERS

Newspaper Press Installations
MOVING—REPAIRING—TRUCKING
Expert Service World Wide
SKIDMORE AND MASON, INC.
1 Sherman Avenue
Jersey City, N.J. 07307
(201) 659-6888

Help Wanted ...

ACADEMIC

PUBLIC INFORMATION DIRECTOR. Urban University desires strong writer with higher education reporting/working background to direct staff of 4. Send resume, salary requirements to Office of the President, University of Louisville, Louisville, Ky. 40208.

UNIVERSITY OF GEORGIA seeks Director of Student Communications to work with Presidential board, beginning in September. Supervise business operations and advise editorial aspects of campus media (newspaper, yearbook, radio station). Salary open. Equal Opportunity employer. Send vitae to Anne Benefield, Box 295 Journalism Building, University of Georgia, Athens, Ga. 30602.

HELP WANTED

ADMINISTRATIVE

MIDWEST DAILY, 25,000-35,000, seeks progressive and knowledgeable newspaperman to start as assistant business manager with early opportunity for advancement. Good salary to experienced person who is familiar with newspaper management. Box 1362, Editor & Publisher.

NON-NEWSPAPER ORIENTED OWNER of two small suburban weeklies in the Midwest seeks energetic manager to improve current papers and start four more. Individual needs management capabilities, and some editorial experience would be helpful. \$25,000 income plus benefits. Send resume to Box 1390, Editor & Publisher.

CREDIT MANAGER

Sacramento, California

The Sacramento Bee has an immediate opening for qualified person with credit, banking or related management experience. Must have a thorough knowledge of credit and collection procedures and be capable of assuming administrative responsibility for operation of department.

Good salary plus liberal vacation, medical and retirement benefits.

Apply in person or send detailed resume outlining experience, general qualifications and salary requirements to:

Personnel Department
McClatchy Newspapers
21st and Q
Sacramento, California 95816
(An equal opportunity employer)

ASSISTANT GENERAL MANAGER for suburban weekly newspaper chain located in New Jersey. This growing group needs an ambitious self starter experienced in production, financial control, collection procedures and advertising sales management. The right individual can build a future with us. We have a liberal benefit program and offer an excellent salary. Send a detailed resume and salary requirements to Box 1369, Editor & Publisher.

GENERAL MANAGER WEB OFFSET

Modern plant offers growth opportunity to profit-minded shirt sleeve executive. Investment encouraged. Excellent position. Zone 2. High potential over present \$1,000,000 volume. Reply in confidence to Box 1430, Editor & Publisher.

TOP NOTCH ADMINISTRATOR—Large, established distribution and publication firm presently operating in 4 states needs top quality administrator for San Diego, California branch. Experience in advertising and circulation helps, but not necessary. Starting salary \$20,000 plus incentive for right individual. Send resume to CBA of California, Strecker Bldg., 121 Broadway, Suite 245, San Diego, Calif. 92101.

CIRCULATION

CIRCULATOR—True opportunity to organize and lead a substantial department, emphasis on sales. Competitive field. Solid knowledge of fundamentals important. 6-day PM. Zone 2, well over \$6M now. Please write your full history, with present compensation, in confidence. Box 1423, Editor & Publisher.

CIRCULATION MANAGER

31,000 daily, Area 3. Local independent desires person of ABC knowledge, desire for sales and ability to meet the challenge of supervising personnel. A good position with many benefits. Reply in confidence to Box 1389, Editor & Publisher.

CIRCULATE your job openings—machinery for sale—announcements of newspaper related goods and services, to the largest newspaper audience in the world with an E&P Classified Ad!

HELP WANTED

CIRCULATION

ASSISTANT CIRCULATION manager—Northern California suburban daily seeks person with good educational background, sales and administrative ability to assist circulation manager. Some daily newspaper circulation experience desirable. Experience in newspaper sales, production or business office helpful. Send letter and written resume of background, experience and qualifications, including minimum salary requirement to Box 1364, Editor & Publisher. All applications will be treated confidentially.

IF YOU ARE LOOKING for a start in circulation management, are able to lead others as well as do it yourself, you may be the circulation manager we are looking for. \$10,000 yearly plus bonus plan. Zone 2 daily with plenty of room to grow. Act now. Box 1391, Editor & Publisher.

WE ARE SEEKING an aggressive, enthusiastic circulation manager. You should fully understand all circulation operations for our Zone 4 daily and Sunday newspaper. The right person should know all phases of operation including ABC records. Excellent starting salary plus bonus and company benefits. Company benefits include life insurance, hospitalization, paid vacation, holidays and retirement plan. If you think you are the right person, send us your resume. Box 1373, Editor & Publisher.

COME GROW WITH US

We're looking for an ambitious district manager who is willing to work hard to get ahead. We have a fine product in a rapidly growing area. As we continue to grow, those responsible will grow with us. We offer a good starting salary, bonus plan and company benefits. Send resume to David D. Stillwell, Naples Daily News, Naples, Fla. 33940. No phone calls please.

CIRCULATION MANAGER for 7200 6-day daily. Town 16,000. Permanent. This is not a chain paper. Top salary, bonus, depending upon experience, record. Good county seat town, exclusive. Ed Livermore, Sapulpa (Okla.) Herald, (405) 224-5185 or (918) 224-3247 (home).

PROMOTION MANAGER for a progressive daily-Sunday newspaper. We want a person with ideas plus vision and imagination who can build circulation. No strong restrictions on promotion money spent—just so we get results. Prefer individual who has had actual circulation experience. You will be recognized in keeping in step with ability and results secured. Starting salary \$200 week plus bonus. Many fringes: free life insurance, Blue Cross for family, retirement, etc. Car furnished. Write Box 1433, Editor & Publisher and give full particulars about yourself and experience.

CLASSIFIED ADVERTISING

CLASSIFIED MANAGER—One of the fastest growing weekly classified departments in the country needs a real fire eater to take the reins and continue the trend. Hard work, good pay. Zone 9, Box 1380, Editor & Publisher.

WE'VE JUST PROMOTED the classified manager who produced a 30% gain. We need a successor who'll try for a gain in circulation, phone room, technological expertise vital. Paid company benefits, commission on progressive Gannett paper. Send full resume and salary needs to Paul Flynn, Advertising Director, Huntington Publishing Co., Huntington, W. Va. 25701.

DISPLAY ADVERTISING

EXPANDING SUBURBAN PHOENIX newspaper needs an experienced advertising salesman. This is an ideal setup for the individual who is desirous of obtaining steady semi-retirement employment in sunny warm Arizona. Put salary requirement in resume to Box 1411, Editor & Publisher.

ADVERTISING SALESMAN with ability to write some ads. Experience in free circulation helpful. Should reach 5 figure salary in 6 months. Job open now. Area 6. Send references to Box 740, Editor & Publisher.

EDITOR & PUBLISHER

HELP WANTED

DISPLAY ADVERTISING

SUBURBAN WEEKLY, part of chain, in a great city needs take-charge aggressive salesman. Beginning salary not large, but we have best profit-sharing, fringe benefits. Right person will get part-interest in newspaper. Send complete resume and details about yourself. Replies held confidential. Box 1406, Editor & Publisher.

ADVERTISING MARKETING MANAGER

Sacramento, California

The Sacramento Bee has an unusual opening in its sales organization for a person seasoned in selling newspaper advertising in a competitive market. The person we are looking for has a proven record himself as a salesperson, can initiate sales ideas, discipline facts and figures and supervise special layout staff to backstop aggressive sales force. Good salary plus liberal vacation, medical and retirement benefits. Apply in person or send detailed resume outlining experience, general qualifications and salary requirements to:

Personnel Department
McClatchy Newspapers
21st and Q
Sacramento, California 95816
(An Equal Opportunity Employer)

AD MANAGER—Must be experienced in selling strong community-oriented product and capable of directing and developing salesmen. Must be company conscious and unafraid of opportunity that requires hard work. Metropolitan Cincinnati area. Box 1339, Editor & Publisher.

SALESMAN WANTED for small but modern 6-day offset paper with monthly supplement. Beginning base pay \$7200 plus 5% commission on sales. Some travel available to experienced person. Write Lew Williams, Daily News, Box 79, Ketchikan, Alaska 99901.

SOUTHWEST FLORIDA Gulf daily. Are you the Pro with track shoes that will round out our display department? Fastest growing Florida daily. Salary, liberal commission plan, hospitalization, retirement plan. Phone or write, Marshall Wyatt, Ad Director, Naples Daily News, 1075 Central Ave., Naples, Fla. 33940.

CHALLENGING OPPORTUNITY

Advertising Manager—Immediate opening for an aggressive self starter with proven sales record on New Jersey offset daily (5 days) 15,000 (AM). Excellent market. Experienced planning advertising sales campaigns. Unusual opportunity with excellent growth potential market. Must work closely with staff of 10. If you can manage and produce send resume to Box 1368, Editor & Publisher.

ADVERTISING MANAGER with strong background in promotion, sales and layout. Excellent salary plus commission and plenty of benefits. Work with young, aggressive staff on prize-winning daily in southwest Missouri (near Kansas City). Write or call Ben F. Weir, Jr., Business Manager, Nevada Publishing Co., 131 S. Cedar, Nevada, Mo. 64772, (417) 667-3344.

PROMISING FUTURE for advertising salesman in rapidly expanding weekly local TV guide. Possible statewide ad position within 24 months. Zone 7 with freedom of Big Sky Country. Box 1432, Editor & Publisher.

EXPERIENCED RETAIL ad sales person for New York City weekly newspaper group. Opportunity unlimited. May lead to managerial post. Call Frank Griffin, (212) 839-2777, or write Home Reporter, 8723 Third Ave., Brooklyn, N.Y. 11209.

SALESMAN/MANAGER for strong weekly in now rural but great growth area. Must be strong in ad sales with some reporting. Salary plus commission. Resume to Box 72M, Sandwich, Ill. 60548.

for September 1, 1973

HELP WANTED

DISPLAY ADVERTISING

MAJOR NEWSPAPER GROUP seeks management trainee for Midwest daily. Some newspaper sales experience, and/or masters degree helpful. We need a bright, hard working individual willing to put out maximum effort for maximum dollars and rapid promotion. Starting salary, \$20,000 plus benefits. Send resume to Box 1385, Editor & Publisher.

AD MANAGER—Chance to build strong sales team in fast growing area in New England, so tell us all in one letter: Good track record of display ad sales; plus-business promotions; ability to manage, train staff of 5. Excellent salary and bonus. Ocean and mountain recreation. Resume to include earning record. Box 1460, Editor & Publisher.

WANTED: Aggressive ad man/business manager for county seat Western weekly. Some editorial background desirable. Hospitalization, life insurance, pension plan furnished. Good salary and commissions. Great hunting and fishing area. Send resume including education. References required. Northside News, P.O. Box 468, Jerome, Idaho 83338. Attn: Blake Patterson, Publisher.

IF YOU HAVE a good background in advertising and want to be your own boss, our organization is ready to branch out and needs good people who want to make top dollar. You can become publisher plus %. Investment of \$5000 required. Call Mr. Hunter, (312) 471-2734.

WE'RE STILL GROWING and need a good, experienced adman with ideas to SELL new accounts and service some old ones for Nevada's newest, largest (3,600) weekly. Start \$150. You'll work with small crew of professionals in a new, ultra-modern offset plant, located in thriving, growing small town in the last and best of the West. And you'll have a chance to learn all departments including production. Write fully, with photo and sample layouts, to Cal Sunderland, Humboldt Sun, P.O. Box 912, Winnemucca, Nev. 89445.

EDITORIAL

COPY READER

\$25,000 a year—that's what we're offering for a star copy reader with exceptional judgment in evaluating and handling stories for the nation's largest paper. This is a challenging and stimulating job for a skilled, mature newsman. You'll be working in an attractive office right on Florida's Gold Coast. For an outstanding opportunity with a constantly expanding organization write to Jim Allan, Associate Executive Editor, National Enquirer, Lantana, Fla. 33462.

AGGRESSIVE TRI-WEEKLY and central printing plant needs 2 experienced reporters. Good opportunity with a growing organization for advancement. Phone (615) 526-7161, Osia Williams.

METRO SPORTS

Because of retirements, Zone 2 PM by year-end will need a sports editor (no, not the top editor, but hopefully with some capability); and either one or two editors (no, not covering our three major league teams, but hopefully capable of doing so someday). Well above average in pay level and happiness quotient. An Equal Opportunity Employer. Write Box 1363, Editor & Publisher.

MANAGING EXECUTIVE EDITOR needed. Must be a leader who understands how to produce a successful daily, who can train, manage and inspire a fine staff. Must be able to supervise all editorial jobs, including sports, women's and photography. Located in Northern Area 9. Please reply to Box 1324, Editor & Publisher.

EDITOR

Enthusiastic young editor to assume increasing responsibilities in publication of national magazine. Should have pilot's license and interest in travel aspects of general aviation. Write Brad Bierman, Publisher and Editor, Aviation Travel, Box 7070, Arlington, Va. 22207.

HELP WANTED

EDITORIAL

GENERAL ASSIGNMENT REPORTER wanted for afternoon daily of 17,500. Midwest background preferred. Opportunity for wide range of writing and reporting. Good starting salary, paid pension program, excellent fringe benefits. Write giving all details to: Dick Watts, Editor, Pharo-Tribune & Press, 517 Broadway, Logansport, Ind. 46947.

DESKMAN

Under 40,000 evening and Sunday Zone 5 operation delivering prize-winning product seeks deskman to join staff of 26. Involved is copy reading, head writing, participation in news decision, picture selection, makeup, working with professional staff. Ultra-modern office and plant, newly remodeled quarters. Excellent starting pay, year end bonus, free insurance, other generous benefits. Write Box 1412, Editor & Publisher.

REUTERS NEW YORK FINANCIAL DESK

Need slot man thoroughly familiar with filing national/international news wires and a minimum of 2 years experience in this role. Salary commensurate with experience—to \$19,000, and excellent fringe benefits. Knowledge of financial and corporate affairs, a definite asset, but not essential.

Successful applicant will have a key role in the continuing expansion of Reuters' operations in this country, supervise a large staff, work closely with overseas bureaus and know how to cope with minute-to-minute deadline pressures.

There is no more exciting or demanding news operation in the country and our reputation for recognizing and promoting talented staff is unsurpassed.

Send a resume in confidence to:
Personnel Manager
REUTERS LTD.
1700 Broadway
New York, N.Y. 10019

Interviews by appointment only.
An Equal Opportunity Employer.

REPORTER to handle beat, dig out features, write local column for Northwest Ohio offset daily. Resume to Managing Editor, Advertiser-Tribune, Tiffin, Ohio 44883.

WANT A RAISE

15% - 25% - 35%

If you're a media executive not dissatisfied with your present job but willing to listen to significant career opportunity, contact us. We may have opening now paying substantially more than you make, for which you're the logical person. You can deal discretely with our completely ethical firm in absolute confidence. We have to stay confident. We're nation's only Executive Search Firm exclusively media. Most jobs fee paid by employer. Leland Gourley, GOURLEY ASSOCIATES, Suite 200 Capitol Executive Bldg., Box 53404, Oklahoma City, Okla. 73105.

FEATURE WRITER with photo (mandatory) and desk (desirable) capabilities wanted by rapidly growing weekly publication, Zone 2. Good advancement potential and broad editorial freedom for right individual. Pleasant, semi-rural community within easy reach of major cities. 2 years experience required. Box 1393, Editor & Publisher.

MANAGING EDITOR for good South Carolina weekly. Send snapshot with complete data indicating experience and educational background. State minimum salary acceptable. This is an excellent opportunity in major university community. Box 1449, Editor & Publisher.

HELP WANTED

EDITORIAL

WE'VE GOT AN IDEA about news coverage—local, in-depth, different and in a wider area. To make it a reality, we need to expand our staff and staff management. We're looking first for 2 top-notch managers with solid experience. Call one a city editor, the other a managing editor. That'll do until we talk. We're a medium sized Southeast daily looking towards a new staff of 20 professionals. Send full resume to Box 1301. Editor & Publisher.

ASSOCIATE EDITOR

Large creative service offers unusual opportunity for up and coming newsman with at least three years experience in newspaper field. Must be able to manage people, demonstrate imaginative layout ability, and write effectively. To such a person, unlimited opportunities for advancement exist in New York City based. Send resume, salary requirements, telephone number to Box 1414, Editor & Publisher.

MANAGING EDITOR—Guide a news staff of 3 for a group of 5 two-color suburban newspapers. Excellent working conditions with expanding suburban newspaper organization. Send resume or telephone collect: Frank Bick, St. Louis Suburban Newspapers Inc., 3383 Iowa, St. Louis, Mo. 63118. (314) 771-1111.

SPORTS EDITOR for 9,500 circulation 6-day PM daily in southwest Nebraska. Sports coverage includes more than a dozen area high schools as well as McCook College. Present sports editor leaving. Ideal working conditions including profit sharing. Excellent community. Gene Morris, Managing Editor, McCook (Neb.) Daily Gazette.

COPY EDITOR

The Fresno Bee has staff opening for a pro—a "heavyweight" who can swing from rim to telegraph desk to makeup to slot with ease . . . a person who will write hard-news heads that will withstand scrutiny . . . a person whose news judgment is solid, imagination limber and stability certain. Heavy volume, fast-dealing desk, three editions daily. Circulation 115M PM, 140M Sunday AM. Salary up to \$16M plus, based on experience and ability. Liberal employee benefits. Personal interview required before hiring. Send resume, clips of your work to:

PERSONNEL DEPARTMENT

McClatchy Newspapers
THE FRESNO BEE
1559 Van Ness Ave.
Fresno, Calif. 93786

An Equal Opportunity Employer

IMMEDIATE OPENING for a writer on the grow. Here you'll have a chance to do some investigative reporting, feature writing, page layout and photography in addition to straight news work. If you'd like to work on one of west Michigan's best offset dailies, come now. Fred Vandenberg, Managing Editor, Grand Haven Tribune, Grand Haven, Mich. 49417.

NEED COMBINATION reporter-wire deskman. 2 years experience necessary. We look for accuracy, aggressiveness and reliability. Contact Editor, Gastonia Gazette, P.O. Box 1538, Gastonia, N.C. 28052.

SCIENCE WRITER

Large, lively Midwest AM daily has immediate opening for experienced science writer with good credentials in physical sciences, especially as they affect the environment. To team with present medical writer. Please send writing samples. Box 1435, Editor & Publisher.

GENERAL ASSIGNMENT reporter-photographer. Experienced. Some features. Attention offset, \$2,500. Write Editor, Roswell (New Mexico) Daily Record. Send references.

WANT REPORTER to handle woman's page, other features and stories for good South Carolina weekly located in outstanding university community. Send complete details including experience, training and snapshot. Box 1453, Editor & Publisher.

HELP WANTED

EDITORIAL

WANTED: Experienced executive book editor at neo-Pentecostal publishing company near Pittsburgh. Must have a flair for editing and proven ability to lead a young aggressive editorial staff. Send resume and salary requirements to Personnel Director, Apt. 5, 816 Ivy St., Pittsburgh, Pa. 15232.

CITY HALL REPORTER. Previous experience in city government reporting, strong interest in local affairs, well organized. Send resume, clippings to Steve Scott, Columbia Daily Tribune, P.O. Box 798, Columbia, Mo. 65201.

EXECUTIVE SPORTS EDITOR

To ramrod fast-moving, fast-growing 30M-plus morning daily's staff of 6 in South Florida. Heavy emphasis on organization and administration, "people" angles, horizontal, airy makeup. Sports newsmen—not fan—required. Position leans slightly more toward administration and deskwork than writing. Send resume, clips, references and salary requirements to Box 1456, Editor & Publisher.

STRONG EDITORIAL PERSON needed for Western county seat weekly. Great hunting and fishing area. Send resume including education, experience, hobbies, current photo. References required. Northside News, P.O. Box 468, Jerome, Idaho 83338. Attn: Blake Patterson, Publisher.

COPY EDITOR—Fast, accurate, imaginative, pains-taking for one of the East's best middle-sized PM's. Excellent area in which to live, new plant, challenging atmosphere, demanding editors. Resume to Box 1465, Editor & Publisher.

FREELANCE

TRAVEL FEATURES AND PHOTOS needed. Submit to Soul Journey Magazine, Box 336, Washington, D.C. 20044.

LIBRARIANS

METROPOLITAN DAILY. Zone 5, seeks assistant to head of Reference Department. Library degree and newspaper experience required. Box 1212, Editor & Publisher.

PHOTOGRAPHY

CHIEF PHOTOGRAPHER—Seven-day, 30,000 AM offset daily in Zone 3 city of 50,000. Formal training in photojournalism desirable. Must be a good planner and manager. Send resume and salary requirements to Box 1381, Editor & Publisher.

PRESSROOM

METRO PRESSROOM superintendent wanted. Fine opportunity with fast growing Northeastern paper for the right person. Must have ability to lead and train. Send full particulars to Box 1428, Editor & Publisher.

PRESSROOM FOREMAN

We need a no-nonsense experienced pro who can take on the challenge of a 6-day AM operation. New Scott Super 70 press. Must be union man. Strong leadership abilities a must. Reply in confidence with full resume and salary requirements. Chart area 2. Box 1429, Editor & Publisher.

PRESSROOM FOREMAN with solid background in offset, including process color. Planning and supervision ability essential. Flourescent daily under 30M. Excellent fringe benefits. Write Box 1392, Editor & Publisher.

GENERAL PRESSROOM FOREMAN. We are looking for a person to supervise our morning-evening Sunday pressroom operation, daily combined 58,000, Sunday 63,000. Letterflex with Goss Headliner 6 units and halfdeck. Challenging job with opportunity for further advancement. Please send experience and references to Ogden Nutting, General Manager, Ogden Newspapers, 1500 Main St., Wheeling, W. Va. 26003.

HELP WANTED

PRESSROOM

PRESSROOM SUPERVISOR in the New England area. Looking for a top quality person with proven experience and training ability for large Goss Urbanite. Must supervise a combination daily and two shift commercial plant with latest equipment. Excellent salary. Complete benefit package including formal pension plan, liberal company savings program, and excellent insurance coverage. Please send resume to Box 1396, Editor & Publisher.

PRESS FOREMAN for small offset daily. Good pay and benefits ready for a person who can direct the operation of a well-staffed pressroom and who will work for the newspaper and not the union. Southeast. Box 1440, Editor & Publisher.

PRODUCTION

CALIFORNIA SUBURBAN DAILY has opening for composing room foreman. Must have complete knowledge of cold type processes, including camera. Photon experience desirable. Composing room operating under union contract. Good salary, excellent benefits, good opportunity for right person. Send replies in strictest confidence to Box 1397, Editor & Publisher.

ADMINISTRATIVE

EXPERIENCED, mature, profit oriented, yet young enough at 43 to become an asset to your paper and community for many years. For details, write Box 1420, Editor & Publisher.

GENERAL MANAGER/AD DIRECTOR. At 31, experience includes management of 19M daily, ad agency, newspaper ad sales and teaching university course in advertising design and sales. Box 915, Editor & Publisher.

NEWSPAPER COUPLE in early 30's seeks opportunity to manage and expand community newspaper with option to buy. Reportorial and managerial experience on large dailies. Resume on request. Box 1421, Editor & Publisher.

BEST MAN FOR YOUR

OPENING PROBABLY IS NOT LOOKING

We have a file and contact with all level media executives who are not dissatisfied with present job. But we've persuaded the more ambitious ones—the kind you want—to listen to significant career opportunities. Dedicated professionals who will not answer blind ad but will deal through ethical, confidential Media Executive Search firm like ours. We're nation's only head hunters dealing exclusively in Media Executives. Leland Gourley, GOURLEY ASSOCIATES, Suite 200 Capitol Executive Bldg., Box 53404, Oklahoma City, Okla. 73105. (405) 521-9721.

YOUNG EXECUTIVE can operate your 15,000-30,000 circulation daily or help you set policy at group level. Has dramatically improved every situation encountered. Anxious to join progressive management for long haul. Box 1459, Editor & Publisher.

PUBLISHER / GENERAL MANAGER experienced in all phases of daily, weekly and commercial operations including offset. Prefer Zone 9. Available now. Box 1352, Editor & Publisher.

OVERWORKED EDITORS AND PUBLISHERS: Where do you need help the most—editorial, administrative, sales? I've done it all. And I've got an MBA to bring management objectives to any assignment. Let me help you make your publication grow! Box 1343, Editor & Publisher.

CREATIVE NEWS EXECUTIVE with major daily has skills to manage paper. Strong, effective performance in news, features, Sunday, management roles. Resume. Box 1460, Editor & Publisher.

HELP WANTED

PRODUCTION

HEAD OR ASSISTANT pressman, Goss Urbanite, for suburban Denver group plant. Minimum 2 years experience. 4-day, 40-hour week, 3 days to enjoy mountains. Call collect: (303) 892-5551, Jerome, Idaho 83338. Attn: Blake Patterson, Publisher.

GOOD COMBO litho camera man, pressman for busy Western weekly. Great hunting and fishing area. Send resume including education, experience, hobbies and current photo. References required. Northside News, P.O. Box 468, Jerome, Idaho 83338. Attn: Blake Patterson, Publisher.

PUBLIC RELATIONS

VERSATILE WRITER, knowledge of taxes and government fiscal problems, to write first class articles, speeches, brochures, releases, etc. for national non-profit research organization located in Rockefeller Center, New York City. Box 1451, Editor & Publisher.

SYNDICATE SALES

FEATURES SALESMEN for syndicate. All zones. Resumes to Centurion Press International, Box 14456, Las Vegas, Nev. 89114. Inquiries kept confidential.

Positions Wanted...

CARTOONISTS

CARTOONIST-EDITORIAL interested in local as well as national issues. Now providing cartoons to 7 newspapers. Member AAEC. TV experience. Former college professor, film animator and lecturer. Box 1318, Editor & Publisher.

CARTOONIST with heavy credentials seeks newspaper post. Currently doing two syndicated features. Age 35. Samples. Box 1357, Editor & Publisher.

CIRCULATION

NO. 2 MAN ready, willing and able to be No. 1 on daily up to 20,000; Zone 3 or 4, familiar with ABC. Box 1315, Editor & Publisher.

PROFESSIONAL CIRCULATOR. 25 years experience. All phases. Competitive. Top record. Minimum 25M. You'll get what you pay for. Exchange references if you can afford me. Box 1068, Editor & Publisher.

EXPERIENCED SUPERVISOR seeks to become Assistant Home Delivery Manager, Home Delivery Manager, in a large company, or Assistant Circulation Manager, Circulation Manager, in a small company. Black man, family man, age 31, 13 years experience with major newspapers with 100M to 500M daily and Sundays/Digests. Manager type/Little Merchant and others/BSB Business Administration. Prefer Zone 9, 8, consider others. Box 1370, Editor & Publisher.

CIRCULATION EXECUTIVE

Experienced department manager-37 with 15 years of proven success on major East Coast 7 day AM metro as district manager, area supervisor, chief supervisor city-suburban zone manager, promotion manager, sales manager, marketing manager. Position must be challenging, rewarding and offer opportunity for advancement. Available immediately and willing to relocate. Resume upon request. Bob Passero, 2412 Hartford Dr., Glendora, N.J. 08029.

MATURE MANAGER supervisor 25 years all phases, full of vim and vigor, high on sales, service, collections and promotions, look me over. Box 1450, Editor & Publisher.

CIRCULATION MANAGER; Capable, qualified assistant ready to step up; prefer daily up to 20,000 in Zone 3 or 4; Strong in leadership and motivation. Box 1350, Editor & Publisher.

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

CIRCULATION

DISTRICT MANAGER experienced 8 years in all phases of circulation on large daily. Seek position of circulation manager or assistant. Box 1399, Editor & Publisher.

CIRCULATION DIRECTOR, Mid 40's, 19 years experience, 7 years as top man on M-E-S. Proven record in all phases. Desire to relocate in Zones 3, 4, 6 or 8, however will consider all inquiries. Prefer paper with opportunity to advance to Business or General Manager. Box 1416, Editor & Publisher.

DISPLAY ADVERTISING

PROFESSIONAL newspaper ad salesman. Experienced weekly, metro. Also editorial. Newspaper job only. Any area. Box 1417, Editor & Publisher.

WORKING AD DIRECTOR, non-metro daily, 50, BJ Missouri, \$250. Area 3, 4, 6, 8, Box 1031, Editor & Publisher.

EDITORIAL

NEWS EXECUTIVE—Solid experience on medium papers and, now, metros. Would like to return to the managing editor's chair, or another responsible position, and live in the Southwest. Family man seeking a future. Contact Box 1384, Editor & Publisher.

WEEKLY EDITOR seeks position as editor or city editor with 10,000+ daily. Excellent references, 10 years experience, winner of numerous awards. Seek challenging post. Box 1398, Editor & Publisher.

REPORTER, 15 YEARS experience general assignment and feature writing, seeks position on daily in smaller community or weekly in Zones 5, 7, 8 or 9. Would like to work up to editor's slot. Skilled, industrious, enthusiastic. Excellent references. Box 1365, Editor & Publisher.

CITY EDITOR, 24, with small Midwest daily seeking staff position with larger newspaper. Journalism degree with previous metro area experience. Box 1376, Editor & Publisher.

SPORTS EDITOR on 25,000 daily seeks more challenging position in sports editing or writing on larger paper in either Zone 4 or 9, 3 years experience. Box 1335, Editor & Publisher.

J-GRAD, 27, seeks reporting spot any beat or Zone. Michigan State, high honors. Box 1378, Editor & Publisher.

AWARD WINNING EDITOR, 39, seeking immediate top spot on small, medium daily. Exacting pro, family man, top references. Box 1400, Editor & Publisher.

YOUNG MAN, WILLING WORKER, SEEKS JOB ON NEWSPAPER. Box 1382, Editor & Publisher.

LOCKED IN! Do you need Business, News, Sunday or Managing editor? 20 years experience, mostly on metro newspapers. Box 1401, Editor & Publisher.

PICTURE DESK/CITY DESK. Mr. Editor: Are you ready to upgrade photo usage? I'm your man. Responsible, experienced newsman, 20 years plus on dailies. Knows picture editing, captioning, layout, writing, photography. Box 1349, Editor & Publisher.

EXPERIENCED WRITER, photographer, graphics, printing. BA Photojournalism, MS Mass Communications. Box 155, Saratoga, Calif. 95070.

YOUNG COUPLE desires jobs Zone 5 weekly; journalism degrees, 2-3 years experience. Box 1395, Editor & Publisher.

RECENT COLLEGE GRADUATE interested in pursuing editorial career in daily newspaper; will relocate to any East Coast city; Massachusetts resident. Box 1353, Editor & Publisher.

EDITORIAL

BOTTOM RUNG—Male (31, single) wants beginning news position after seven-year absence from news world. Can offer maturity and varied non-J work background to small daily or magazine in Zones 1 or 2. Three years news experience with some teletype and photography. Loyal, dependable; excellent references. Box 1427, Editor & Publisher.

REPORTER, Business, Legislation, Land Use, seeks Zone 2 or 3 location; 2 years media, 10 years government and industry. Box 1409, Editor & Publisher.

MR. EDITOR, Let me spruce up your sports pages with hunting, fishing, conservation articles, photos. Experienced, ambitious. Write Box 1342, Editor & Publisher.

REPORTER, eager and wants to learn more, 1 year experience. College grad. Seek to change from weekly to daily. All beats. Please give details, \$6500 required. Write Box 1404, Editor & Publisher.

MATURE, EXPERIENCED sports-weekly editor, outdoor writer, photographer in 22nd year same job. Reason for making change not job-connected. Know all sports. Write Box 1348, Editor & Publisher.

EDITOR, small daily or good weekly; or wire editor, city editor medium daily; 14 years varied experience. Box 1410, Editor & Publisher.

SALLY QUINN is in New York. I'm staying in Washington, D.C. Seek writing job. Talented, versatile, Hill experience, aspiring reporter, age 27, good investigative work, speech writing, photography. Box 1445, Editor & Publisher.

SEASONED JOURNALIST ending freelance sabbatical seeks university news editor or her education/cultural news spot. Experience in PR, newspapers and New York City trade magazine and freelance credits from New York Times Magazine to National Enquirer. Box 1448, Editor & Publisher.

SPORTS WRITER—Young, energetic award-winner experienced in layout, editing, column and feature writing, beat reporting. Bored with general assignment wire service reporting. Will travel. Box 1446, Editor & Publisher.

EDITOR—White House speech writer desires return to journalism as editor, editorial director or Washington correspondent. Excellent news background. Box 1458, Editor & Publisher.

WOMAN JOURNALIST age 29, 7 years all phases, heavy writing in business, travel, general assignment. Will relocate. Jo-Ann Bykofsky, 2307 N. 50 St., Philadelphia, Pa. 19131.

PUBLISHED NOVELIST, top editor, seeks magazine work in N.Y. city. Box 1441, Editor & Publisher.

AGRI-BUSINESS EDITOR—An experienced, authoritative farm, food industry and feature writer, nationally recognized, winner of numerous awards, seeks relocation for further challenges on metro daily or syndicate. Capable of handling one of today's fastest growing fields. Box 1434, Editor & Publisher.

EDITORIAL PHOTOJOURNALIST/PUBLIC INFORMATION SPECIALIST 11 years print media experience including staff photographer for 130,000 circulation daily and 4 years as military editor/writer. Assigned to NASA during Apollo 13, 14 and 15 recoveries as photojournalist and press pool supervisor—working with major media representatives. Single, under 30 and able to travel. Education includes AGS degree in journalism and Los Angeles Art Center College of Design training in Photo-Illustration and Motion Picture writing, editing and production. Looking for position offering best use of creative background with good environment. Salary secondary but influential. Box 1436, Editor & Publisher.

EDITORIAL

STYMIED FEMALE assistant city editor and prize-winning reporter now on leading Eastern paper, 15 years experience. Want change and challenge. Box 1444, Editor & Publisher.

CONSERVATIVE EDITORIAL WRITER—Young and experienced. Skilled with wit, humor and wisdom. Box 1447, Editor & Publisher.

I'M LOOKING FOR A JOB in Zones 1, 3, 4, 7 or 9. Over 3 years experience. Good feature writer. Worked most beats. Currently doing headlines, layouts. But time to change. I'm 28, married, children, dog, degree. Box 1452, Editor & Publisher.

FORMER MANAGING EDITOR, now editor in industry, seeks responsible news job on medium or small daily emphasizing local news. Experienced all tasks, including editorial page. Midwest small town native, AB, SDX, family. Box 1455, Editor & Publisher.

COURT AND/OR POLICE BEAT—5 years on suburban newspaper chain, 2 years on military newspapers, 5 years PR work in New York area. Instinct for news. Features with impact. Heavy rewrite with color and speed. College major Journalism and Theology. Single, 47, male. Box 1462, Editor & Publisher.

SMALL CITY NEWS OR INDUSTRIAL EDITING

Newsman with over 25 years experience seeking responsible editorial post on small or medium daily, strong weekly or industrial newspaper. Broad background as reporter, feature writer, editorialist, photographer, copy editor for dailies and wires, plus editor-owner 2 prize-winning weeklies. Sold talent, want to resume career as managing editor, copy editor, general deskman or combination editor-writer-photographer. Can take full charge—or take orders. Know backshop, too. Prefer mid-continent or South, consider others. Minimum salary \$200 or more, depending on conditions. Pete Conover, 800 Apalachicola Rd., Venice, Fla. 33595. Ph: (813) 488-3120.

ASSOCIATE EDITOR with 3½ years experience in technical editing, layout, and proofreading seeks challenging work in nontechnical journalism, preferably political science publication. Must be located in Washington, D.C. area. Start mid-November. Box 1438, Editor & Publisher.

COPY DESK/EDITOR—26 years experience in Southwest, East. Age 53. Prefer Zone 6. Consider others. Box 1442, Editor & Publisher.

INDUSTRIOUS JUNE BA seeks first newspaper job. Eager to learn the trade. Resume and references upon request. Don't be sad, hire the grad. Box 1464, Editor & Publisher.

EDITORIAL

HUNGRY, HONEST investigative reporter. White ghetto male. Limited experience. Want challenge. Travel anywhere. Salary \$175. Box 1431, Editor & Publisher.

JOURNALISM TEACHER wants position as reporter. Roger Anderson, 6319 Lakewood Blvd. S.W., Tacoma, Wash. 98499. Tel: (206) 582-1345.

COMMUNITY NEWS motivated, award-winning editor-writer seeks to escape frigid snowbelt. Staff teamwork, typographical excellence stressed. Call (406) 683-2141.

1973 BA WANTS reporting job, sports or news, any size paper. Prefer New York State, but will relocate. Box 1437, Editor & Publisher.

FREELANCE

SWISS BASED WRITER seeks work as correspondent, stringer, researcher for American publications. Journal sm, PR experience. Bilingual, Geneva resident. Box 1374, Editor & Publisher.

WRITER, photographer, experienced freelance and newsman leaving in Fall for Australia, New Zealand, Southeast Asia, India, Russia, Europe, Africa. Traveling 1 to 2 years; flexible arrangements. Box 1457, Editor & Publisher.

LIBRARIANS

EXCELLENT newspaper experience full charge MLS. Write Librarian, Box 103, University Station, Seattle, Wash. 98105. Ph: (206) 523-6380 to Sept. 1.

PRODUCTION

COLD TYPE? I know how to make computers, machines and people work. Send for resume. Box 1408, Editor & Publisher.

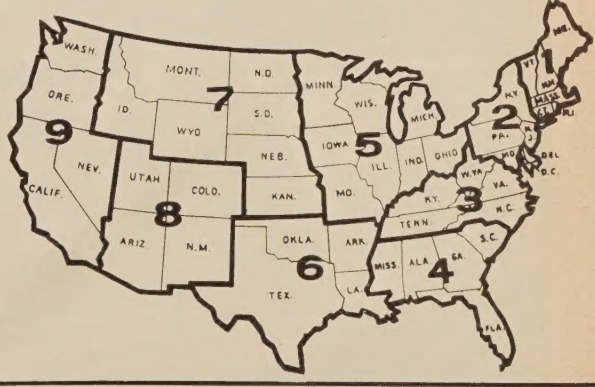
NEED A composing room superintendent? 4 years experience as superintendent of large major newspaper composing room. Familiar with hot and cold type operations. Cost conscious experience reduced overtime situations, controlled supplies and reduced budget. Veteran in both union and management. Box 1425, Editor & Publisher.

PRODUCTION MANAGER—Composing Room Superintendent. Know cold type operation. Union Law. Prefer West Coast. All replies answered. Box 1463, Editor & Publisher.

I'M YOUNG, energetic, production minded, and wish to grow with a newspaper or group in Zone 9. Journeyman printer, BS in Printing Management, experience with major manufacturer of newspaper equipment. Box 1461, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



Shop Talk at Thirty By Robert U. Brown

CONSERVE NEWSPRINT

An already tight newsprint supply for U.S. and Canadian newspapers has been exacerbated by strikes in seven Canadian mills and by the Canadian rail strike. Even if the mill strikes are settled by Sept. 1, as indicated in E&P Aug. 25, rail shipments from the mills will not be possible. Meanwhile the pipelines are drying up, publishers are digging into stocks-on-hand, and newspapers face the worst paper crisis in 25 years. Even if all strikes are settled shortly it will be weeks, even months, before the pipelines can be filled again.

Publishers have been warned repeatedly about a shortage of newsprint supply before the end of 1973. In January this year, ANPA issued its first statement, which it called "disturbing," about the lack of reserve newsprint capacity to meet anticipated rising consumption. At the same time ANPA was prophetic in stating: "Virtually every Canadian newsprint producer's labor contracts come up for negotiation in 1973 and tough bargaining is expected. If strikes occur, the margin of reserve capacity could be quickly wiped out."

And, so it has. But at that time no one expected Canadian railroads to be shut-down at the same time which effectively stops shipments of mill stocks-on-hand.

As reported by E&P, most newspaper publishers have imposed rigid controls to curtail consumption and prevent waste—to keep the presses rolling without damaging the product.

Following World War II there was a period of tight newsprint during which the Pennsylvania Newspaper Publishers Association compiled a list of suggestions for conserving paper. It has just been reprinted by the Illinois Press Association and we publish it here again with the hope that it might contain suggestions overlooked by some publishers.

1. Trim features by reducing or eliminating menus, patterns, some fashions, crossword puzzle.

2. Reduce space given to market reports, real estate, travel.

3. Reduce use of contract features; eliminate unimportant features and fillers; and reduce space devoted to TV-radio programs.

4. Reduce space devoted to births, deaths, marriage licenses, hospital news by setting in smaller type.

5. Eliminate weather brighteners and put weather and temperature reports into blank space alongside flag.

6. Set all feature columns, commentators' columns in regular body type.

7. When paper is tight, eliminate feature page opposite editorial page.

8. Eliminate top heads on feature cuts.

9. Reduce use of banner heads and large flags on women's page, sports page and food section.

10. Reduce or eliminate high school correspondence; reduce space devoted to home economics and farm news.

11. Closely edit wire copy or syndicated

material; use international roundup to cover news rather than individual stories.

12. Reduce size of photos, cartoons, graphs.

13. Eliminate art on music and dance recitals and lectures unless deemed of considerable news value.

14. Reduce size of pictures on society page; establish strict guidelines on kind and number of pictures to be published.

15. Eliminate either engagement or wedding announcements.

16. Reduce art pages to the point where pages are based entirely on need from standpoint of makeup as related to advertising volume.

17. Reduce box scores and bowling scores.

18. Reduce space devoted to civic affairs, such as annual reports, messages of industrial and civic leaders; reduce space devoted to stock quotations.

19. Eliminate advertising puffs and free publicity to a major degree and limit to an absolute minimum publicity requested by advertisers.

20. Reduce material from correspondents.

21. Encourage all staff members to write all stories tightly.

22. Eliminate streamers, promotion boxes from classified pages.

23. Increase the count charge on display types in classified; use more boxes to achieve emphasis without large head-space.

24. Reduce the number of pages by changes in make-up, selection of material, changes in sub-heads and streamlining heads.

25. Layout paper so as not to use filler picture page.

26. Budget the number of pages available to different departments.

27. Set a limit on the total number of pages per week, allowing for extra pages on any given day when advertising is heavy.

28. Increase the percentage of advertising to editorial matter.

29. Avoid run-overs from page one unless absolutely necessary.

30. Eliminate or reduce use of subheads and bold face lead-ins. Reduce size of headlines whenever possible.

31. Reduce width of newspaper; keep pressroom spoilage to a minimum; check all waste paper carefully to see if it can be utilized as mailroom wrappers, copy paper or scratch pads.

32. Use waste spoilers for tearsheets and file copies whenever possible.

33. Eliminate some pressroom waste by "knifing out" torn edges instead of peeling off roll.

34. Reduce roll waste by careful handling, rewinding of all stub rolls; slow press and run rolls down to the core.

35. Discontinue use of newsprint or overruns for paper wrappers on bundles. Use old papers picked up from various sources instead.

36. Establish practice of weighing newsprint waste each day or week with bonus offered for reductions over previous day or week.

37. Leave wrappers on newsprint rolls until they are placed on press to eliminate scuffing.

38. In case of full-length rolls where there is heavy damage to outside running in depth up to four inches, rewind damaged part into $\frac{3}{4}$ size rolls and use remainder as a long roll.

39. Bring circulation lists up to date and eliminate "dead-heads"; evaluate circulation in remote areas to see if it's worth continuing.

Picks 8 straight

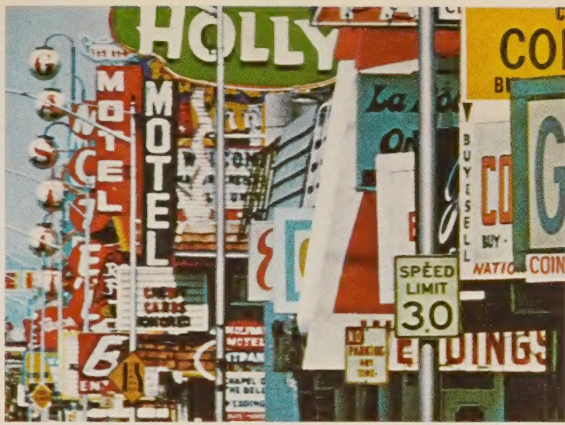
Neil Milbert, thoroughbred columnist for the *Chicago Tribune* and one of the paper's handicappers, picked the first eight winning horses at Hawthorne Race Course on August 12. Milbert's total winnings for a \$2 bet on each of the eight races amounted to \$61.40, not counting a \$15 double. Milbert, who didn't bet on the horses, missed picking the ninth race. There is no record of a race handicapper ever sweeping a nine-race program, the *Tribune* said.

CONGRESSMEN READ IT . . . BELIEVE IT

and so do nearly a million others.

WASHINGTON STAR-NEWS

Washington, D.C.



The real

A new American art form is emerging:
Main Street Garish.
Some of our cities have become neon nightmares.
Billboards block out the sun.
Graceless buildings flank artless avenues.
Man is separated from nature.

In our haste to build and sell, we have constructed
a nation of impermanence. There is a feeling of built-in
obsolescence in our cities and homes.

The ideal

Structures designed for beauty and long life as well
as for practicality. Man's greatest architectural achieve-
ments are those that either blend in perfectly with
the natural environment, or somehow create an
environment of their own. They become as permanent
as their natural surroundings.

frank lloyd wright's fallingwater
western pennsylvania conservancy

AtlanticRichfieldCompany ♦



New \$57 million Interstate Bridge is gateway to Tennessee's No. 1 metro area — Memphis



New six-lane U.S. Interstate 40 Bridge spans the Mississippi River joining Arkansas and Tennessee. Dedicated August 17, 1973, it is an imposing addition to the Memphis skyline with its distinctive "M" shape and becomes a vital "spoke" in the Mid-South's wheel of transportation.

Memphis Metro Area has expanded to four counties, with addition this year of Tipton County, Tennessee, and Desoto County, Mississippi, to Shelby County, Tennessee, and Crittenden County, Arkansas.

It is FIRST in Tennessee and 42nd largest in the nation with 867,400 population.*

The economy moves ahead—announced in last two months: Location here of a General Motors truck assembly plant to employ up to 2500. A multi-million dollar expansion by Kellogg Co. of its Memphis plant which currently employs 600. Jos. Schlitz Brewing Co. is in the midst of a \$17 million expansion of the Memphis plant to increase production from 4.4 million barrels to 6.2 million barrels annually. Construction is scheduled to start soon on a 26-story, \$15 million Hyatt Regency Hotel here.

The retailing picture is bright: Two K-Mart stores will open this year and a third is planned. Central Hardware is opening four 70,000 square foot stores.

Two 45,000 square foot Handy City Home Improvement Centers are opening in September. New Kirby Woods Mall is completed. Announced for construction in 1974 is a 1.2 million square foot enclosed shopping mall.

Booming growth shown by other economic indicators** (based on five months, 1973, compared to same period last year):

- Total retail sales up 10.8%
- Total employment (May) up 4.7%
- New automobile registrations up 34%
- New truck registrations up 48.7%
- Residential construction up 47.8%
- Non-residential construction up 191.7%
- Average daily bank clearings up 13.3%
- Total bank loans up 24.9%

Boost your sales in GROWING Memphis by advertising in the ACTION MEDIA—the Memphis newspapers.

Serving and Selling the Nation's 21st Largest Newspaper Market***

*Sales Management 1973 "Survey of Buying Power"

**Memphis State University Bureau of Business & Economic Research

***SRDS NCA 72-73—counties with 20% or more penetration

The Commercial Appeal/Memphis Press-Scimitar

MEMPHIS, TENNESSEE

Represented by SCRIPPS-HOWARD NEWSPAPERS, General Advertising Department

